



Eyes&EarsEurope

CREATION, INNOVATION & EFFECTIVENESS – 22nd International Eyes & Ears Awards 2020

Winners

Category Design

Best design in print or poster advertising

Gold

BDA Creative: Amazon Prime Video – Pastewka "Das letzte Mal"

BDA Creative is causing a stir with its artwork for the 10th and final season of Pastewka and is placing the "hypocritical" protagonists at the table of the Last Supper. The idea, which perfectly matches the show, is brilliantly executed in every little detail until the very end. High quality and professional!

Creative Team: Marc Strotmann, Executive Creative Director BDA Creative; Markus Eckl-Jordan, Director of Operations BDA Creative; Nicolai Rohrmann, Project Manager BDA Creative; Tobias Fleck, Copywriter BDA Creative; Pascal Plaumann, Art Director BDA Creative; Mladen Penev, Creative Retoucher Staudinger+Franke; Martina Russ, Senior Marketing Manager Amazon Prime Video; Caner Tekin, Senior Marketing Manager Amazon Prime Video

Silver

SRF: Dynastie Knie

Creative Team: Alex Hefter, Leiter Gestaltung & Marketing SRF; Andreas Dürr, Art Director SRF; Sarina Krucker, Projektmanagerin SRF; Patrick Arnecke, Leiter Design & Promotion SRF; Simon Renfer, Designer Ploy Studio; Jürg Dummermuth, Designer Ploy Studio

Bronze

Viasat History: Terror of the Third Reich

Creative Team: Paul Evans, Head of Creative Viasat World; Lukasz Malisiewicz, Senior Creative Viasat World; Mariusz Majchrowski, Creative Viasat World; Simone Heineck, Design Creative Viasat World

Bronze

Viasat History: Murder Maps

Creative Team: Paul Evans, Head of Creative Viasat World; Lukasz Malisiewicz, Senior Creative Viasat World; Lade Obembe, Creative Viasat World; Alistair Ellis-Munro, Design Creative Viasat World

Best new design package of a channel or platform

Gold

DMAX REDESIGN

A bold redesign for a powerful programme. DMAX takes its viewers away from their desks and into the special worlds of the channel. Thanks to its graphic flexibility, the design can be used perfectly as a toolbox. A design that fully pays off for the manly channel.

Creative Team: Jan Leitz, Manager On Air Promotion Discovery Communications Deutschland; Eike Immisch, Senior Director Marketing & Communications Discovery Communications Deutschland; Lisa Michel, On Air Promotion Executive Discovery Communications Deutschland; Manuel Wieslhuber, On Air Promotion Producer Discovery Communications Deutschland; Florian Hartmann, On Air Promotion Producer Discovery Communications Deutschland; Joachim Brodhäcker, On Air Promotion Volontär; Ezequiel Rormoser, SUPERESTUDIO; Ignacio Rojo, SUPERESTUDIO

Silver

TVNOW Redesign

Creative Team: Heiko Theuerkauf, Teamlead Design Mediengruppe RTL Deutschland; Martina Hartmann, Brand Manager Mediengruppe RTL Deutschland; Christian Rühl, Projektmanagement Mediengruppe RTL Deutschland; Uwe Köbbel, Text & Konzeption Mediengruppe RTL Deutschland; Stephan Hoffmann, VFX Mediengruppe RTL Deutschland; Hannah Berghus, Design Mediengruppe RTL Deutschland; Stefanie Knoppik, Design Mediengruppe RTL Deutschland; Oliver Geiss, Motion Design

Bronze

CapeRock: Global Rebrand InsightTV

Creative Team: Dann Smit, Creative Director/Partner CapeRock; Martijn Wolff, Head of Production/Partner CapeRock; Marco-Paul de Jeu, Strategy Director/Partner CapeRock; Thomas Bagnall, Vice President Global Marketing InsightTV; Jake Richardson, Creative Manager InsightTV; Arun Maljaars, VP Content & Channels InsightTV; Rian Bester, CEO InsightTV

Bronze

GÉDÉON: HISTOIRE TV

Creative Team: Emmanuelle Lacaze, Producer GÉDÉON; Nicolas Famery, Art Director GÉDÉON; Lazare Bessière, Art Director GÉDÉON; La Plage, Music Studio

Best bumper or station-IDs

Gold

ARTE: Lockdown-Covid

In its Lockdown-Covid Idents, ARTE manages to capture everything that affects people worldwide in 2020 – for example, the fear of lacking toilet paper. With irony, but artistically, the most common Covid-19 stories are staged. The picture keeps growing and evolving and the strong colours create a wonderful contrast to the sentimental music. Beautifully executed and animated!

Creative Team: Cecile Chavepayre, Artistic Director ARTE; Anne Seymour, TV Producer ARTE; Pauline Bugeon, TV Producer ARTE; Marion Turminel, Producer – Agent PEKELO; Amélie Barnathan, Illustrator PEKELO; Camille Sevaistre, Motion Designer PEKELO

Gold

SRF zwei Re-Branding

Bumpers designed to be fun! The in itself simple idea of dancing people is realised charmingly by SRF zwei. In combination with the catchy tunes, the great cast is infectious and immediately creates positive emotions. Fresh and courageous! The jury says: "You can look forward to these great bumpers!"

Creative Team: Alex Hefter, Leiter Gestaltung & Marketing SRF; Patrick Arnecke, Leiter Design & Promotion SRF; Sven Volz, Art Director SRF; Jessica Lanter, Projektmanagerin SRF; Marc Heer,

Senior Designer & Regie SRF; **Mike Ferrara**, Regie SRF; **Philippe Schnyder**, Director of Photography/Camera SRF; **Cyril Boehler**, Komponist & Audio Design SRF

Bronze

VOX: Season 2019 – Ava Max

Creative Team: **Jutta Hertel**, Leiterin Marketing VOX Mediengruppe RTL Deutschland; **Svenja Stöve**, Brand Management Mediengruppe RTL Deutschland; **Torsten Lohrmann**, Regie & CD Mediengruppe RTL Deutschland; **Nadine Lembcke**, Art Direktion & Design Mediengruppe RTL Deutschland; **Robert Sanders**, Animation Mediengruppe RTL Deutschland; **Niko Djordjevic**, Produktionsmanagement Mediengruppe RTL Deutschland; **Jutta Pohlmann**, Kamera

Best seasonal design package

Gold

ARTE: Christmas and the Twenties

Following the Bauhaus principles and combining Christmas cubes and 1920s Charlie Chaplin in black and white, ARTE impressed with a Christmas design package that led the audience into the twenties with this great combination. Intelligently created and precisely aimed at the channel and its target group!

Creative Team: **Cecile Chavepayre**, Artistic Director ARTE; **Anne Seymour**, TV Producer ARTE; **Gregory Templetate**, Artistic Director MOVEMENT; **Eric Nung**, Creative Director MOVEMENT; **Cyril Drouin**, Motion Designer MOVEMENT; **Jérémy Depuydt**, Motion Designer MOVEMENT

Silver

ZDF: Ostern 2020 – Falsche Hasen

Creative Team: **Thomas Grimm**, Leitung Marketing ZDF; **Stavros Amoutzias**, Leitung CD/Programm-Marketing 2 ZDF; **Simone Schreiner**, Projektleitung ZDF; **Alexander Papastawrou**, Executive Producer True Motion Pictures; **Sebastian Schelly**, Producer True Motion Pictures; **Jan Vogel**, Regie SHOOTINGMONKEYS; **Kolja Brandt**, Kamera

Bronze

BR Fernsehen: Saisonale Labels 2019

Creative Team: **Uwe Kassner**, Leitung Design und Promotion BR Fernsehen Bayerischer Rundfunk; **Vroni Gempel**, Projektleitung Bayerischer Rundfunk; **Hans Wiedemann**, Audiodesign Bayerischer Rundfunk; **Ulrich Rassy**, Audiodesign Bayerischer Rundfunk; **Konrad Wielandt**, Creative Director Wielandt Design; **Iris Engler**, Design Wielandt Design

Best lead-in: Fiction

Gold

SRF: Wilder 2

A lead-in that immediately captivates the audience – this is what SRF manages with "Wilder 2". The cinematic movement through a macro world created with the help of 3D techniques is atmospheric and immediately makes you curious for more. A great performance perfectly executed, including the typography.

Creative Team: **Alex Hefter**, Creative Director SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Sven Volz**, Art Director SRF; **Jessica Lanter**, Projektmanager SRF; **Marc Heer**, Senior Designer SRF; **Fadi Nemr**, Realisation; **Adrian Frutiger**, Musik, Komposition & Musikproduktion

Silver

dropout: ZDF – Liebe.Jetzt!

Creative Team: **Thomas Grimm**, Leitung Marketing ZDF; **Norbert Menkel**, Projektleitung ZDF; **Petra Tilger**, Redaktion ZDF; **Gregor von Sievers**, Motion Design dropout; **Daniel Seideneder**, Director dropout; **Anika Auerswald**, Editorin dropout; **Alexander Hansen**, DOP dropout; **Wolf-Tassilo Sack**, Producer dropout

Bronze

ARD: Polizeiruf 110

Creative Team: **Henriette Edle von Hoessle**, Creative Director/Leiterin ARD-Design & Präsentation ARD – Das Erste; **Werner Mayer**, Art Director ARD – Das Erste; **Gabi Trojan-Madračević**, Creative Director Luxlotusliner; **Katharina Blenk**, Art Director + Animation Luxlotusliner; **Nadja Doth**, Post Production Supervisor Luxlotusliner; **Freddy Gigele**, Musik Mediasound Gigele

Best lead-in: News

Gold

DW: Jaafar Talk

A discussion thrives on the pros and cons – and this is exactly what the opening credits of "Jaafar Talk" illustrate. Words are highlighted as if using neon pens, and right in the middle, moderator Jaafar repeatedly leads the discussion. Strong visual language from DW!

Creative Team: **Maria Regenspurger**, Art Director Deutsche Welle; **Holger Zeh**, Head of Design Deutsche Welle; **Gabi Madracevic**, Creative Director Luxlotusliner; **Iris Rinkens**, Art Director Luxlotusliner; **Udo Hudelmaier**, Animation Artist Luxlotusliner; **Marco & Robert Meister**, Audio Designer Edition Meister

Best lead-in: Kids

Gold

GROSSE 8: KIKA – Die Jungs WG Amsterdam

A retro look and lots of fun! GROSSE 8 brings the boys' flat share in Amsterdam right into the children's room with a mix of real images and animation. Beautifully tailor-made for the target group and encourages them to keep watching, says the jury.

Creative Team: **Christian "Pingo" Schiffler**, Creative & Art Direction, Animation GROSSE 8; **Franziska Holly**, Illustration GROSSE 8; **Patrick Spingler**, 3D GROSSE 8; **E+U TV**, Produktionsfirma

Silver

Alpenblick: ZDF – Ausgezeichnete Abenteuer

Creative Team: **Jana Geisler**, Kreativdirektion Alpenblick; **Stephanie Tietz**, Creative Producer Alpenblick; **Thomas Grimm**, Leitung Marketing ZDF; **Irena Pavor**, Marketing ZDF; **Anne Weberndörfer**, Design & Illustration; **Christian Schläffer**, Illustration & Animation; **Marta Rumszauer**, Motion Design; **Felix Wölky**, Motion Design

Bronze

ZDF: Die WG – Zusammen mit Abstand

Creative Team: **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Irena Pavor**, Projektleitung Design ZDF; **Kim Schwaner**, Creative Director/Founder Brand New Media; **Michael Kruse**, Head of Design Brand New Media

Best lead-in: Show, Entertainment & Comedy

Gold

SRF: Zwei am Morge

Anything but boring, that probably was the task for the SRF. And that is exactly what they did with their always different and varying opening credits for the YouTube show "Zwei am Morge". The presenters as characters are the centre of attention and meet their viewers on a personal level. Crazy and brave!

Creative Team: **Alex Hefter**, Leiter Gestaltung & Marketing SRF; **Andreas Dürr**, Art Director SRF; **Jessica Lanter**, Projektmanagerin SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Patrick Heusi**, Senior Designer & Regie SRF

Silver

SRF: Deville

Creative Team: Alex Hefter, Leiter Gestaltung & Marketing SRF; **Andreas Dürr**, Art Director SRF; **Sarina Krucker**, Projektmanagerin SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Simon Renfer**, Designer Ploy Studio; **Jürg Dummermuth**, Designer Ploy Studio; **Erobique Carsten Meyer**, Sound

Bronze

VOX: Survivor

Creative Team: Jutta Hertel, Leiter Marketing VOX Mediengruppe RTL Deutschland; **Michael Arends**, Brand Management Mediengruppe RTL Deutschland; **Nicole Lantelme**, Art Direktion Mediengruppe RTL Deutschland; **Catrin Mackowski**, Design Mediengruppe RTL Deutschland; **Torsten Lohrmann**, Creative Direktion Mediengruppe RTL Deutschland

Best lead-in: Culture & Documentary

Gold

DW: Beethovens Neunte

Beethoven, but from a new perspective! With the Symphony No. 9, Deutsche Welle chooses a new perspective on the famous composer, which becomes clear in the opening credits: A piece of music for the world that is Beethoven's Symphony No. 9. Therefore, it seems obvious to let the composition travel the world visually as well. A high-quality, harmonious and surprising introduction to the programme, according to the jury.

Creative Team: Sven Windszus, Art Director Deutsche Welle

Silver

SRF: Dynastie Knie

Creative Team: Alex Hefter, Leiter Gestaltung & Marketing SRF; **Andreas Dürr**, Art Director SRF; **Sarina Krucker**, Projektmanagerin SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Simon Renfer**, Designer Ploy Studio; **Jürg Dummermuth**, Designer Ploy Studio; **Marcel Vaid**, Sound

Bronze

ZDF: Ein Tag in Auschwitz

Creative Team: Thomas Grimm, Leitung Marketing ZDF; Astrid Kämmerer, Leitung Programm-Marketing 1 ZDF; Christian Kohl, Projektleitung ZDF; **Iris Engler**, Konzept/Design Wielandt Design; **Manuel Steinhauser**, Konzept/Design/Animation Wielandt Design; **Konrad Wielandt**, Kreativdirektion/Animation Wielandt Design

Best information or news design

Gold

rbb: ARD Kontraste

An animation mechanism that is second to none. rbb provides "ARD Kontraste" with a consistent design. With clear lines, few flourishes and an absolutely appropriate colour scheme, they developed a design that could not be better suited to an information programme.

Creative Team: Petra Schmitz, Leiterin rbb Design & Promotion rbb; **Jan Kucharski**, Creative Director rbb; **Matthias Deiß**, Redaktionsleiter rbb; **Jana Geisler**, Creative Director Alpenblick; **Stephanie Tietz**, Projektmanagerin Alpenblick; **Rico Chiari**, Set Designer Rico Chiari Design; **Philipp Ernst**, Managing Director Century Rolls Music; **Florian Jahrstorfer**, Komponist Century Rolls Music

Silver

DW: Jaafar Talk

Creative Team: Maria Regenspurger, Art Director Deutsche Welle; **Ute Baudendistel**, Designer Deutsche Welle; **Holger Zeh**, Head of Design Deutsche Welle; **Gabi Madracevic**, Creative Director

Luxlotusliner; **Iris Rinkens**, Art Director Luxlotusliner; **Udo Hudelmaier**, Animation Artist Luxlotusliner; **Marco & Robert Meister**, Audio Designer Edition Meister; **Andreas Bergmann**, Set Designer Andreas Bergmann Design

Bronze

Red Bull Media House: Servus Nachrichten

Creative Team: **Allegra Hell**, Senior Project Manager Red Bull Media House; **Doris Schmiedlechner**, Art Director Red Bull Media House; **Motomoto**

Best programme-related design package

Gold

rbb: ARD Kontraste

Rich in contrast and clear, this is how the design of "ARD Kontraste" comes across. The rbb has built the design package from animation mechanics to typography consistently and in a coherent way. Technically very well solved and all in all a clear and good implementation of the concept.

Creative Team: **Petra Schmitz**, Leiterin rbb Design & Promotion rbb; **Jan Kucharski**, Creative Director rbb; **Matthias Deiß**, Redaktionsleiter rbb; **Jana Geisler**, Creative Director Alpenblick; **Stephanie Tietz**, Projektmanagerin Alpenblick; **Rico Chiari**, Set Designer Rico Chiari Design; **Philipp Ernst**, Managing Director Century Rolls Music; **Florian Jahrstorfer**, Komponist Century Rolls Music

Silver

SRF: Dynastie Knie

Creative Team: **Alex Hefter**, Leiter Gestaltung & Marketing SRF; **Andreas Dürr**, Art Director SRF; **Sarina Krucker**, Projektmanagerin SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Simon Renfer**, Designer Ploy Studio; **Jürg Dummermuth**, Designer Ploy Studio; **Marcel Vaid**, Sound

Bronze

MDR & BDA Creative: Brisant

Creative Team: **Klaus W Schuntermann**, Chefdesigner MDR; **Doreen Zörkler**, Head of Design MDR; **Ulrike Zoller**, Projektmanager MDR; **Tim Finnamore**, Executive Creative Director BDA Creative; **Anika Flade**, Senior Art Director BDA Creative; **Johannes Berner**, Senior Designer BDA Creative; **Magnus Schlüter**, Senior 3D Designer BDA Creative; **Philipp Wundt**, Projektleitung BDA Creative

Category Digital

Best online presence

Gold

RTL: Bachelorette Rosenvergabe

Handing out roses like the Bachelorette, that's what RTL made possible last season. With the digital roses, the viewers felt directly involved and the competition brought them together in front of the TV. RTL understood the target group and made perfect use of all the possibilities!

Creative Team: **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Solène Reichelt**, Brand Management Mediengruppe RTL Deutschland; **Petra Matuschek-Schuster**, Projektmanagement Mediengruppe RTL Deutschland; **Janina Dossis**, Digitalmarketing Managerin Mediengruppe RTL Deutschland; **Lisa Pollehn**, Digitalmarketing Managerin Mediengruppe RTL Deutschland; **Sandra Thomas**, Producerin Mediengruppe RTL Deutschland; **Tanja Kocem**, Grafik Design Mediengruppe RTL Deutschland; **Gunnar Theißen**, Media Mediengruppe RTL Deutschland

Silver

HSE24: Let´s shake it

Creative Team: **Sylvio Teubert**, Product Manager native Apps HSE24 Home Shopping Europe; **Manuel Fenkl**, Tech Lead native Apps HSE24 Home Shopping Europe; **Julio Mendoza**, Developer native Apps HSE24 Home Shopping Europe; **Reka Ganter**, E-Commerce Specialist HSE24 Home Shopping Europe; **Sven Grützmann**, Product Designer Digital HSE24 Home Shopping Europe; **Holger Stary**, Senior Vice President Digital Technology HSE24 Home Shopping Europe; **Roland Geringer**, SVP E-Commerce HSE24 Home Shopping Europe

Best use of social media

Gold

Grabow & Bartetzko: TNT Comedy – Andere Eltern #ElternAnDieMacht

TNT's comedy series "Andere Eltern" manages to polarise the public with the help of social media by simply installing its own pram walkway in Cologne and using other skilfully worded demands. The target group is addressed directly and can immediately identify with the series due to the diverse approaches. Because what is the most annoying thing about being a parent? Other parents!

Creative Team: **Philip Grabow**, Kreativgeschäftsführung Grabow & Bartetzko; **Sebastian Bartetzko**, Geschäftsführung Strategie/Beratung Grabow & Bartetzko; **Lena Deutinger**, Produktionskoordination Grabow & Bartetzko; **Nea Draganic**, Strategie Grabow & Bartetzko; **Lucas Gros**, Creative Grabow & Bartetzko; **Romina Gräf**, Marketing Manager Turner Broadcasting System Deutschland; **Astrid Kappesser**, Marketing Coordinator Turner Broadcasting System Deutschland; **Kathrein Rieke**, Marketing Coordinator Turner Broadcasting System Deutschland

Silver

Grabow & Bartetzko: TNT Serie – 4 Blocks #4TheLastTime

Creative Team: **Philip Grabow & Sebastian Bartetzko**, Geschäftsführung Grabow & Bartetzko; **Lena Deutinger**, Produktionskoordination Grabow & Bartetzko; **Nea Draganic**, Strategie Grabow & Bartetzko; **Matthias Ring**, Creative Grabow & Bartetzko; **Sabrina Proske**, Creative Grabow & Bartetzko; **Romina Gräf**, Marketing Manager Turner Broadcasting System Deutschland; **Kathrein Rieke**, Marketing Coordinator Turner Broadcasting System Deutschland; **Astrid Kappesser**, Marketing Coordinator Turner Broadcasting System Deutschland

Bronze

SAT.1: Promis unter Palmen – Für Knete mach ich alles

Creative Team: **Richard Schweiger**, Senior Vice President Creative Solutions ProSiebenSat.1 TV Deutschland – Creative Solutions; **Jürgen Rieger**, Creative Director Digital ProSiebenSat.1 TV Deutschland – Creative Solutions; **Vinzenz Gebhardt**, Senior Conceptioner Digital ProSiebenSat.1 TV Deutschland – Creative Solutions; **Pascal Wilfling**, Senior Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Manuela Kabcizek**, Junior Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Gilles Wolff**, Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Andreas Kutscher**, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Jasmin Koch**, Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Best digital marketing spot

Gold

SAT.1: Wieder diese Voice Kids

Want a new catchy tune? Right after first listening to this song it stays in your head. With lots of attention to detail and tailored to the target group, the on-air campaign is not simply extended digitally but adapted to the environment. A great digital spot that just works!

Creative Team: **Jürgen Rieger**, Creative Director Digital ProSiebenSat.1 TV Deutschland – Creative Solutions; **Lisa Fickenscher**, Art Director Digital ProSiebenSat.1 TV Deutschland – Creative Solutions; **Vinzenz Gebhardt**, Senior Conceptioner Digital ProSiebenSat.1 TV Deutschland – Creative Solutions; **Paolo Mainini**, Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Joachim Manuel Weber**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Gilles Wolff**, Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Alexander Molnar**, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Sylvia Zimmermann**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Silver

SRF: Seitentriebe

Creative Team: **Cuong Vu**, Head of Marketing SRF; **Adrian Bucher**, Marketing Consultant SRF; **Patricia Hänsenberger**, Project Manager SRF; **Marco Edmonds**, Digital Storyteller SRF; **Yasmin Sihite**, Social Media Content Producer SRF

Bronze

SRF: Mutterstadt

Creative Team: **Cuong Vu**, Head of Marketing SRF; **Anja Hinz**, Marketing Consultant SRF; **Eric Le Cunff**, Project Manager SRF; **Marco Edmonds**, Digital Storyteller SRF; **Yasmin Sihite**, Social Media Content Producer SRF; **Matthias Püntener**, Senior Producer SRF; **Robin Bushell**, Senior Designer Agency

Best digital marketing campaign for a programme

Gold

Grabow & Bartetzko: TNT Serie – 4 Blocks #4TheLastTime

A farewell that is worthy for a series which has been with its viewers for a long time. Not only is the death of each character in the series appropriately considered, Grabow & Bartetzko also play with deliberate misinformation, which stimulates excitement and speculation. A campaign that is thought through from beginning to end, which is clearly visible in the ratings.

Creative Team: **Philip Grabow & Sebastian Bartetzko**, Geschäftsführung Grabow & Bartetzko; **Lena Deutinger**, Produktionskoordination Grabow & Bartetzko; **Nea Draganic**, Strategie Grabow & Bartetzko; **Matthias Ring**, Creative Grabow & Bartetzko; **Sabrina Proske**, Creative Grabow & Bartetzko; **Romina Gräf**, Marketing Manager Turner Broadcasting System Deutschland; **Kathrein Rieke**, Marketing Coordinator Turner Broadcasting System Deutschland; **Astrid Kappesser**, Marketing Coordinator Turner Broadcasting System Deutschland

Silver

ZDF: "10 steps to power" – Bad Banks is back

Creative Team: **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Sandra Hebel**, Projektleitung ZDF; **Johann Buchholz**, Regie/Buch/Schnitt Friday Film; **Tiphaine Donà**, Buch; **Michael Kotschi**, Kamera; **Max Preis**, Kamera; **Robert Deichmann**, Schnitt

Bronze

Sony AXN: PURE – Leise rieselt der Schnee

Creative Team: **Andreas Ditter**, Managing Director GSA Sony Pictures Entertainment Deutschland; **Wiebke Hein**, Director Marketing Sony Pictures Entertainment Deutschland; **Sarah Gembe**, Product Manager SONY AXN Sony Pictures Entertainment Deutschland; **Moritz Hackl**, Copy Writer Zentralsüden; **Peter Wagner**, Creative Director Art Zentralsüden; **Jan Wanger**, Creative Director Text Zentralsüden; **Benno Unterforsthuber**, DoP/Edit; **Isartonic e.V.**, Chor

Best influencer marketing

Gold

SAT.1: The Mole "WER IST DER VERRÄTER?"

Who is the traitor? This was the question SAT.1 asked its viewers at the beginning of the year. Like the protagonists of the programme, the audience was also able to go hunting. Via social media, they received the necessary clues from the profiler Suzanne Grieger-Langer to unmask the traitor. A classic but well-done influencer marketing campaign that encourages interaction.

Creative Team: Bernhard Oberlechner, Vice President Multichannel Concept ProSiebenSat.1 TV Deutschland – Creative Solutions; Niels Müller, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; Jochen Steglich, Senior Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; Julia Radlwimmer, Texter/Konzeptioner ProSiebenSat.1 TV Deutschland – Creative Solutions; Joachim Manuel Weber, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; Alexander Gruber, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; Stefanie Ramsdale, Senior Projekt Manager ProSiebenSat.1 TV Deutschland – Operations; Sandra Lenzen, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Marketing

Gold

MESH Collective: #DeineWürde

Influencers can be serious too! This was proven by the participants of the MESH Collective project #YourDignity. On individual theme days they delivered the emotional message to their followers and thus to the young generation. A great and valuable project, says the jury.

Creative Team: Julia Althoff, Produzentin #DeineWürde, Head of MESH Collective MESH Collective @ Divimove; Katharina Schwarz, Projektleitung #DeineWürde MESH Collective @ Divimove; Catherine Hawardt, Redaktionsleitung #DeineWürde MESH Collective @ Divimove; Maximilian Peiser, Produktionsleitung #DeineWürde/ MESH Collective MESH Collective @ Divimove; Ansgar Moek, Creative Producer #DeineWürde MESH Collective @ Divimove; Pedro Goncalves, Leitung Postproduktion #DeineWürde MESH Collective @ Divimove; Arne Busse, Initiator/Auftragegeber Bundeszentrale für politische Bildung; Elena Jung, Initiatorin/Auftragegeberin Robert Bosch Stiftung

Category Promotion

Best station spot

Gold

FOX: Freaks

The country needs more freaks – and more catchy tunes with Cologne's brass pop music! FOX presents its programme with "Freaks" by Querbeat full of power and with the will to be different. Originally only known in the Cologne carnival, but now internationally, the Band from Bonn stands here in a completely new context. The message of the song and the spot fit together perfectly. First class technique, daring and fresh.

Creative Team: Christina Leucht, Director Marketing & Creative Services Fox Networks Group Germany; Sarina Baumann, Marketing Manager Fox Networks Group Germany; Nicholas Economides, Creative Manager Fox Networks Group Germany; Marco Gabriele, Creative & Social Media Coordinator Fox Networks Group Germany; Matthias Pasedag, Sound Designer Klangstueberl; Sebastian Hoedl, Product Manager Universal Music; Dennis Koepl, Producer

Silver

ARD: Was ist deine Geschichte?

Creative Team: Henriette Edle von Hoessle, Creative Director/Leiterin ARD-Design & Präsentation ARD – Das Erste; Werner Mayer, Art Director ARD – Das Erste; Gabi Trojan-Madračević, Creative Director Luxlotusliner; Tatjana Živanović-Wegele, Executive Producer Luxlotusliner; Georg Rettenbeck,

Production Management Bayerischer Rundfunk; **Asger Leth**, Film Director Moland Film; **Christian Bévort**, Film Producer Moland Film; **Keno Langbein & Dominik Giesriegl**, Songwriter/Lyrics/Music

Bronze

GEO: Die Welt mit offenen Augen sehen

Creative Team: **Dr. Thorsten Kaufmann**, Promotion Producer Mediengruppe RTL Deutschland; **Alexander Marchet**, Teamleiter Producing Mediengruppe RTL Deutschland; **Niels Ney**, Brand Manager Mediengruppe RTL Deutschland; **Annika Mai-Messerschmidt**, Brand Managerin Mediengruppe RTL Deutschland; **Holger Sum**, Marketingleiter Mediengruppe RTL Deutschland; **Andreas Stephan**, Sounddesigner Mediengruppe RTL Deutschland; **Stephan Hoffmann**, VFX-Designer Mediengruppe RTL Deutschland

Best programme spot: Acquired fictional productions

Gold

Universal TV: Breaking Bad

To restage a well-known series once again and inspire the audience – that is a big task. NBC Universal meets this challenge and puts it into practice in a terrific way. A spot that inspires the audience to re-watch Breaking Bad!

Creative Team: **Elmar Krick**, Creative Brand Director NBCUniversal Networks International; **Tobias Mader**, Lead Creative NBCUniversal Networks International; **Mark Bredtmann**, Geschäftsführer Trailerhouse; **GINGER x Massive Music**, Music Production

Silver

Viasat Film: Murder on the Orient Express

Creative Team: **Ryan Casey**, Creative Producer Nordic Entertainment Group UK; **Cenk Aksun**, Freelance Motion Graphics Designer Nordic Entertainment Group UK; **Christopher Montgomery**, Creative Director Nordic Entertainment Group UK

Bronze

13th Street: Happy Birthday Bruce Willis

Creative Team: **Elmar Krick**, Creative Brand Director NBCUniversal Networks International; **Tobias Mader**, Lead Creative NBCUniversal Networks International; **Daniel Saini**, Senior Creative Producer NBCUniversal Networks International; **Raphael Brunner**, Sound Designer NBCUniversal Networks International

Best programme spot: Local fictional productions

Gold

Hochspannung – Made by SAT.1

Suspense until the end! SAT.1 once again delivers a spot of true master class again this year. "Hochspannung" develops a pulling effect that is hard to evade. From the audio level to the cutting sequence and colour correction, the spot is executed perfectly down to the smallest detail. A grandiose 1st place in terms of craftsmanship, says the jury.

Creative Team: **Richard Schweiger**, Senior Vice President Creative Solutions ProSiebenSat.1 TV Deutschland – Creative Solutions; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Alexander Gruber**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Michael Funk**, Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Joachim Manuel Weber**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Julia Ritter**, Junior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Manuela Liebel**, Senior Product Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Silver

ProSieben: 9 Tage wach

Creative Team: **Richard Schweiger**, Senior Vice President Creative Solutions ProSiebenSat.1 TV Deutschland – Creative Solutions; **Markus Baier**, Vice President ProSieben Creation ProSiebenSat.1 TV Deutschland – Creative Solutions; **Dennis Usbeck**, Senior Writer/ Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Alex Fischer**, Writer/ Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Gerald Gutberlet**, Compositing Artist ProSiebenSat.1 TV Deutschland – Creative Solutions; **Reinhard Keller**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Janine Friese**, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **David Hoffmann**, Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Bronze

SUPERAMA: ZDF – SOKO "5 kleine Gängsterlein"

Creative Team: **Volker Haak**, Konzept/Regie SUPERAMA; **Matthias Link**, Exec. Producer SUPERAMA; **Holger Frick**, Produzent SUPERAMA; **Thomas Grimm**, Leitung ZDF Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Sandra Hebel**, Projektleiterin ZDF; **Sabine Maskow**, Producerin On Air Promotion ZDF; **Florian Langanke**, Director of Photography

Best programme spot: Sports

Gold

ZDF: Handball EM 2020

When defence suddenly turns into dance – ZDF produced a very special spot for the European Handball Championship 2020. Together with charismatic actors, they develop a defence dance that animates the audience to dance along and strengthens the fan community. This makes sports shows fun!

Creative Team: **Thomas Grimm**, Leitung Marketing ZDF; **Stavros Amoutzias**, Leitung CD/Programm-Marketing 2 ZDF; **Stefanie Simon**, Projektleitung ZDF; **Alexander Papastawrou**, Executive Producer True Motion Pictures; **Sebastian Schelly**, Creative Producer True Motion Pictures; **Sebastian Funke**, Director SHOOTINGMONKEYS; **Jan Vogel**, Director SHOOTINGMONKEYS

Silver

Red Bull TV: Bike Audience Campaign 2020

Creative Team: **Uli Mast**, Producer Red Bull Media House; **Roisin Baxandall**, Editor Red Bull Media House; **Jürgen Kloihofer**, Audio Engineer Red Bull Media House; **Ivan Filipovic**, Colorist Red Bull Media House; **Phil Strahl**, Colorist Red Bull Media House; **Mateusz Stawarski**, Graphics Red Bull Media House; **Steffen Brümmer**, Head of Creative Services Red Bull Media House

Bronze

RTL: Formel 1

Creative Team: **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Dustin Zöllner**, Producer Mediengruppe RTL Deutschland; **Niels Ney**, Brand Management Mediengruppe RTL Deutschland; **Patrice Keller**, VFX Mediengruppe RTL Deutschland; **Bastian Scheffer**, Sound Design Mediengruppe RTL Deutschland; **Isabel Grahs**, Regie Mediengruppe RTL Deutschland; **Sabine Hengstmann**, Projektmanagement Mediengruppe RTL Deutschland; **Niko Djordjevic**, Produktionsleitung Mediengruppe RTL Deutschland

Best programme spot: News & Information

Gold

SRF: News Informationsclip

"With quality in mind and Switzerland at heart", that is the message from SRF. Perfectly matched to the text, high-quality filmed close-ups and a calm tone determine the news clip and create the feeling "In these times we can rely on the news from SRF." This spot is strong and manages to bind viewers to the channel.

Creative Team: Alex Hefter, Leiter Gestaltung & Marketing SRF; Patrick Arnecke, Leiter Design & Promotion SRF; Oliver Tremel, Teamleiter Promotion SRF; Jonas Bucher, Producer Bucher Media

Silver

DW: The stories that matter to you

Creative Team: Maren Wintersberg, Head of Visual Services Deutsche Welle; Stephan Riebel, Head of Promotion Deutsche Welle; Patricia Fehlberg, Executive Producer Deutsche Welle; Stefanie Kunze, Producer Deutsche Welle; Robert Fiedler, Cutter Deutsche Welle; Ute Schmidt, Sound-Designer Deutsche Welle

Bronze

DW: Massaiyya

Creative Team: Stephan Riebel, Head of Promotion Deutsche Welle; Patricia Fehlberg, Executive Producer Deutsche Welle; Anette Breuker, Producer Deutsche Welle; Sarah Weber, Cutter Deutsche Welle; Max Spona, Sound-Designer Deutsche Welle

Best programme spot: Kids

Gold

SAT.1: The Voice Kids "SO KLINGT WOW"

A catchy tune, 2D animations and singing kids – SAT.1's "SO KLINGT WOW" for the new season of The Voice Kids has everything that is fun. A successful spot that is a perfect transition to the programme.

Creative Team: Lisa Fickenscher, Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; Vinzenz Gebhardt, Senior Texter ProSiebenSat.1 TV Deutschland – Creative Solutions; Ute Deutschmann, Executive Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; Gilles Wolff, Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; Paolo Mainini, Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; Joachim Manuel Weber, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; Alexander Molnar, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; Sylvia Zimmermann, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Silver

Cartoon Network: Programm Spot

Creative Team: Raf Gasak, Creative Director Turner Broadcasting System Deutschland; Gerhard Wolf, Writer/Producer Turner Broadcasting System Deutschland; Thomas Pfingsten, Head of Production Turner Broadcasting System Deutschland; Marco Jörgler, Regie Hochschule HSLU Design & Kunst Luzern; Tanay Sirin, Regie HSLU Design & Kunst Luzern; Renzo Safori, Musik HSLU Design & Kunst Luzern

Bronze

Märchen in der ZDFtivi-Mediathek

Creative Team: Ulrike Willner, Redaktionsleitung Zentrale Aufgaben ZDF; Gerlind Weiss, Redakteurin Karsten Klüner, Autor ZDF; Mario Lenk, Produktion ZDF; Anke Feller, Schnitt ZDF

Best programme spot: Comedy

Gold

ProSieben: Goodbye Big Bang Theory

For years, Big Bang Theory has accompanied the fans on ProSieben. Together with Leonard, Penny, Sheldon, Raj, Howard and the others, their viewers grew and laughed. Now this era has come to an end and ProSieben says goodbye to the show with an emotional spot that does not just pick up the fans with its pictures. Bold and clean!

Creative Team: Richard Schweiger, Senior Vice President Creative Solutions ProSiebenSat.1 TV Deutschland – Creative Solutions; Markus Baier, Vice President ProSieben Creation ProSiebenSat.1 TV Deutschland – Creative Solutions; Christian Giegerich, Senior Writer/ Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; Jan König, Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; Boris Breitenreicher, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; Laura Hasse, Project Manager ProSiebenSat.1 TV Deutschland – Operations; David Loy, Senior Vice President ProSiebenSat.1 TV Deutschland – Consumer Marketing; David Hoffmann, Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Silver

SAT.1 – Luke! Die Greatnightshow "SKYWALKER"

Creative Team: Richard Schweiger, Senior Vice President Creative Solutions ProSiebenSat.1 TV Deutschland – Creative Solutions; Niels Müller, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; Ute Deutschmann, Executive Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; Stephan Körner, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; Gerald Gutberlet, Compositing Artist ProSiebenSat.1 TV Deutschland – Creative Solutions; Boris Breitenreicher, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; Lena Löffler, Project Manager ProSiebenSat.1 TV Deutschland – Operations; Monika Sersea-Bratic, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Best programme spot: Show & Entertainment

Gold

TNT Serie: AEW – Dynamite

When Mr Müller suddenly staples his colleague Mr Fischer's tie to his desk, it does not only bring action to the tax office but also the viewers of TNT in front of the screen! The spot for AEW – Dynamite not only entertains wrestling fans. Funny, strong and unexpected, says the jury.

Creative Team: Raf Gasak, Creative Director Turner Broadcasting System Deutschland; Gerhard Wolf, Writer/Producer Turner Broadcasting System Deutschland; Thomas Pfingsten, Head of Production Turner Broadcasting System Deutschland; Mutter & Vater Productions GmbH, Service Produktion Turner Broadcasting System Deutschland; B2Y Productions, Service Produktion Turner Broadcasting System Deutschland; Arrigo Reuss, Regie Turner Broadcasting System Deutschland; Jan Bormann, DoP Turner Broadcasting System Deutschland

Silver

RTL: Let's Dance

Creative Team: Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Michael Zschiesche, Brand Management Mediengruppe RTL Deutschland; Petra Matuschek-Schuster, Projektmanagement Mediengruppe RTL Deutschland; Isabel Grahs, Producing & Regie Mediengruppe RTL Deutschland; Markus Döpfer, VFX Mediengruppe RTL Deutschland; Stefan Plagemann, Realisation Mediengruppe RTL Deutschland; Sven Lützenkirchen, Kamera Mediengruppe RTL Deutschland; Andreas Schuster, Motion Design Mediengruppe RTL Deutschland; Philipp Pauls, Text Mediengruppe RTL Deutschland

Bronze

RTLZWEI: Naked Attraction

Creative Team: **Carlos Zamorano**, Bereichsleiter Marketing & Kommunikation RTL2 Fernsehen; **Klaus Schäfer**, CEO von Herzen; **Tina Wiesner**, CCO von Herzen; **Tobias Laufer**, Art Director von Herzen; **Jan Wulf**, Promotion von Herzen; **Verena Hemberger**, Konzeption von Herzen; **Lukasz Budzinski**, Producer von Herzen

Best programme spot: Culture & Documentary

Gold

BDA Creative: Amazon Prime Video – Schw31ns7eiger

This is great cinema, says the jury about BDA Creative's Spot for the Amazon Prime Video documentary Schw31ns7eiger. The essence of the professional football player is captured in emotional and powerful images, arousing curiosity about the story behind.

Creative Team: **Marc Strotmann**, Executive Creative Director BDA Creative; **Markus Eckl-Jordan**, Director of Operations BDA Creative; **Tobias Fleck**, Copywriter BDA Creative; **Marie Borgelt**, Art Director BDA Creative; **Markus Pöll**, Senior Editor BDA Creative; **Martina Russ**, Senior Marketing Manager Amazon Prime Video

Silver

VOX: Sing meinen Song

Creative Team: **Jutta Hertel**, Leiterin Marketing VOX Mediengruppe RTL Deutschland; **Michael Arends**, Brand Management Mediengruppe RTL Deutschland; **Martina Gentile**, Projektmanagement Mediengruppe RTL Deutschland; **Joel Ney**, Producer Mediengruppe RTL Deutschland; **Rolf Amann**, Ton Mediengruppe RTL Deutschland; **Niko Djordjevic**, Produktionsmanagement Mediengruppe RTL Deutschland; **Marvin Ströter**, Kamera & Regie WEVAME Medienproduktion

Bronze

DW: Putins Zeugen

Creative Team: **Maren Wintersberg**, Head of Visual Services Deutsche Welle; **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Martin Willis**, Producer Deutsche Welle; **Sarah Weber**, Cutter Deutsche Welle; **Ute Schmidt**, Sound-Designer Deutsche Welle

Best programme spot: Factual Entertainment

Gold

SYFY: Frag den Lesch Alphabet

Only someone like Harald Lesch will truly understand this alphabet. SYFY plays with self-irony in the spot for "Frag den Lesch" and picks up the audience in an entertaining way. Funny and fresh!

Creative Team: **Elmar Krick**, Creative Brand Director NBCUniversal Networks International; **Sebastian Geller**, Lead Creative NBCUniversal Networks International; **Nora Ganthaler**, Creative Producer NBCUniversal Networks International

Silver

DMAX: Late Crime

Creative Team: **Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Manuel Wieslhuber**, On Air Promotion Producer Discovery Communications Deutschland; **Eike Immisch**, Senior Director Marketing & Communications Discovery Communications Deutschland; **Lisa Michel**, On Air Promotion Executive Discovery Communications Deutschland; **Joachim Brodhäcker**, On Air Promotion Volontär Discovery Communications Deutschland

Bronze

ICTV: anti-fake-20:20

Creative Team: Leonid Veselkov, General Producer/Idea SLM broadcasting (ICTV channel); **Oleksander Tarasenko**, Editing SLM broadcasting (ICTV channel); **Hanna Lapina**, Chief of Promo/Idea SLM broadcasting (ICTV channel); **Liudmila Zarochintseva**, Line Producer SLM broadcasting (ICTV channel); **Dmytro Klimchuk**, Camera SLM broadcasting (ICTV channel); **Oleksander Herasymenko**, Sound SLM broadcasting (ICTV channel); **Serhiy Chernykh**, Art Director SLM broadcasting (ICTV channel); **Olena Martynova**, Chief Marketing Officer SLM broadcasting (ICTV channel)

Best promotion spot for special programming

Gold

ZWEI FREUNDE: Spiegel Geschichte – Terror

ZWEI FREUNDE create goose bumps with the spot for "Terror". In a parallel montage, an Islamist and a soldier are juxtaposed with the same words. They have the same intentions – family pride, commitment to what is right – but are on opposite sides. Haunting, new and great!

Creative Team: Markus Hassel, Senior Promotion Producer ZWEI FREUNDE – Agentur für Film und Konzeption; **Sebastian Pforr**, Konzept und Creative Direction ZWEI FREUNDE – Agentur für Film und Konzeption; **Ines Fritsch**, Projekt Management ZWEI FREUNDE – Agentur für Film und Konzeption; **Lisa Riethmüller**, Audio Designerin ZWEI FREUNDE – Agentur für Film und Konzeption; **Sabine Grunau**, Marketing SPIEGEL TV Geschichte + Wissen

Silver

DW: 30 Jahre Mauerfall

Creative Team: Stephan Riebel, Head of Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Patrick Ruch**, Executive Producer Deutsche Welle; **Sebastian Katzer**, Producer Deutsche Welle; **Anette Breuker**, Producer Deutsche Welle; **Linda Jakobsen**, Artist Deutsche Welle; **Christian Dransfeld**, Director of Photography Deutsche Welle; **Lars Jandel**, 3D Animator Deutsche Welle

Bronze

TELE 5: Bumsbuster

Creative Team: Kai Blasberg, Geschäftsführung TELE 5; **Tonye Spiff**, Director Marketing TELE 5; **Sanela Smailhodzic**, Ltg. Strategisches Marketing TELE 5; **Julia Kahl**, Redakteurin TELE 5; **Max Koch**, Producer/Project Manager Enrico Palazzo; **Tobi Klose**, Creative Director Enrico Palazzo; **Dominik Geier**, Producer Enrico Palazzo

Best B2B spot

Gold

Discovery Networks: Roadshow Spring/Summer 0620

I want it all and Discovery got it all! From sharks and baby animals to cars and ships – no wish remains unfulfilled. Self-ironic and witty, the station group presents itself in a sympathetic way.

Creative Team: Jan Leitz, Manager On Air Promotion Discovery Communications Deutschland; **Eike Immisch**, Senior Director Marketing & Communications Discovery Communications Deutschland; **Nermin Gladers**, Project Lead Seeblick Media; **Nico Ophoff**, Project Lead Seeblick Media; **Thomas Schmelzle**, Creative Editor Seeblick Media; **Oliver Schubert**, Art Director Graphics Seeblick Media; **Hanne Wiesener**, Copywriter Seeblick Media

Silver

RTL: Sportblock Innovation Day Total Video

Creative Team: **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Dustin Zöller**, Producer Mediengruppe RTL Deutschland; **Biggi Reuscher**, Design Mediengruppe RTL Deutschland; **Elisa Schulenburg**, Projektmanagement Mediengruppe RTL Deutschland; **Eva Deutinger**, Brand Management Mediengruppe RTL Deutschland; **Patrice Keller**, VFX Mediengruppe RTL Deutschland; **Bastian Scheffer**, Sound Design Mediengruppe RTL Deutschland

Bronze

RTLZWEI: Ironic Trailer Österreich & Schweiz

Creative Team: **Kristina Wiesner**, CCO von Herzen; **Hannah Rackwitz**, Creative Strategy & Planning von Herzen; **Alexander Mahoney**, Creative Lead Blickfang Media; **Oliver Driemel**, Konzeption Blickfang Media; **Moritz Ringeisen**, Schnitt Blickfang Media; **Chris Zöller**, Sound Design Blickfang Media; **Alexander Hell**, Geschäftsführer Blickfang Media; **Carlos Zamorano**, Bereichsleiter Marketing & Kommunikation RTL2 Fernsehen

Best special advertising

Gold

SevenOne AdFactory: Bahlsen & Jerks

Never change a winning team! Farih Yardim and Pick Up were already a good team in 2006 and remain so over 10 years later. Within the series "Jerks", the connection between the TV commercials of the past and the present was made, and the commercials were perfectly integrated into the process. Great idea and very personal.

Creative Team: **Tom Schwarz**, Geschäftsführer SevenOne AdFactory; **Petra Kroop**, Director SevenOne AdFactory; **Leo Gammaler**, Creative Director SevenOne AdFactory; **Maximilian Lersch**, Video Producer SevenOne AdFactory; **Marie-Jeannett Honrath**, Leas Business Development SevenOne AdFactory; **Daisy Rosemeyer-Elbers**, Executive Producer ProSiebenSat1 TV Deutschland; **Christian Ulmen**; **Fahri Yardim**

Silver

SevenOne AdFactory: Penny & Promi BigBrother – Die #PennyChallenge

Creative Team: **Tom Schwarz**, Geschäftsführer SevenOne AdFactory; **Daniel Koller**, Director Growth Concepts & Consulting SevenOne AdFactory; **Karli Aysegül**, Senior Product Manager SevenOne AdFactory; **Chris Elze**, Key Account Director SevenOne Media; **Werner Hesse-Quack** Rewe Group; **Mirko Kaminski**; **Tina Krahn**; **Christoph Everke**

Bronze

ATV Aktuell: Herr der Ringe Wetter

Creative Team: **Raffael Hörlesberger**, Senior Creative Producer ProSiebenSat.1 PULS4; **Hernan Rodriguez**, Motion Design ProSiebenSat.1 PULS4; **Nadja Nashef**, Copywriter ProSiebenSat.1 PULS4; **Manuel Kelemen**, ATV Wetter Redaktion ProSiebenSat.1 PULS4; **Robert Manhart**, ATV Wetter Redaktion ProSiebenSat.1 PULS4; **Alexander Kropf**, Project Management ProSiebenSat.1 PULS4; **Martin Härtle**, Creative Director ProSiebenSat.1 PULS4

Best special marketing

Gold

NBC Universal Global Networks Deutschland: Maske auf! Leben retten!

NBC Universal's spots on wearing masks meet the crisis with humour. While Walter White surprises his family at the breakfast table by wearing a mask, Harvey Specter wears a mask with a matching Superman logo. Each time, the spots inspire with a funny twist and thus not only

underline the importance of the masks but also bring fun into the crisis. Just what we need this year!

Creative Team: **Elmar Krick**, Creative Brand Director NBCUniversal Networks International; **Sebastian Geller**, Lead Creative NBCUniversal Networks International; **Tobias Mader**, Lead Creative NBCUniversal Networks International; **Daniel Saini**, Senior Creative Producer NBCUniversal Networks International; **Matthias Winter**, Exec. Producer SEHSUCHT München

Silver

ProSieben: Joko und Klaas gegen die ProSieben On Air Promotion

Creative Team: **Markus Baier**, Vice President ProSieben Creation ProSiebenSat.1 TV Deutschland – Creative Solutions; **Christian Giegerich**, Senior Writer/ Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Florian Winter**, Writer/ Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Claudia Stanke**, Senior Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Thomas Martiens**, Executive Producer Florida Entertainment; **Patrick Wollny**, Redakteur Florida Entertainment; **Ankush Bhatia**, Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Walter Bierlmaier**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Bronze

VOX: Survivor – Survival Billboard

Creative Team: **Jutta Hertel**, Leiterin Marketing VOX Mediengruppe RTL Deutschland; **Michael Arends**, Brand Management Mediengruppe RTL Deutschland; **Svenja Stoeve**, Brand Management Mediengruppe RTL Deutschland

Best radio spot

Gold

SAT.1: The Mole "WER IST DER VERRÄTER?"

Can you expose me? That is what an unknown traitor asked the audience this year. They also demanded attention via radio spots and challenged the listeners with an original text, where overlapping voices did not allow any hasty conclusions. A perfect invitation to solve the puzzle on SAT.1.

Creative Team: **Jochen Steglich**, Senior Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Julia Radlwimmer**, Texter/Konzeptioner ProSiebenSat.1 TV Deutschland – Creative Solutions; **Joachim Manuel Weber**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Stefanie Ramsdale**, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Sandra Lenzen**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Silver

SYFY: Spides

Creative Team: **Torben Kessler**, Marketing Manager NBCUniversal International Networks Germany; **Sebastian Geller**, Lead Creative NBCUniversal International Networks Germany; **Henning Roch**, Marketing Director NBCUniversal International Networks Germany; **Elmar Krick**, Creative Brand Director NBCUniversal International Networks Germany; **Raphael Brunner**, Creative Audio Engineer NBCUniversal International Networks Germany

Best station campaign

Gold

Luxlotusliner: ARD – Was ist deine Geschichte?

A map of Germany and a question: "What is your story?" With their Christmas campaign 2019, ARD asked this simple, yet important question. After all, you really don't talk to your fellow human

beings enough but are content with observations and assumptions. A highly emotional campaign with the right message, according to the jury.

Creative Team: **Henriette Edle von Hoessle**, Creative Director/Leiterin ARD-Design & Präsentation ARD – Das Erste; **Werner Mayer**, Art Director ARD – Das Erste; **Gabi Trojan-Madračević**, Creative Director Luxlotusliner; **Tatjana Živanović-Wegele**, Executive Producer Luxlotusliner; **Georg Rettenbeck**, Production Management Bayerischer Rundfunk; **Asger Leth**, Film Director Moland Film; **Christian Bévort**, Film Producer Moland Film; **Keno Langbein & Dominik Giesriegl**, Songwriter/Lyrics/Music

Silver

ARTE's Digital Campaign

Creative Team: **Cecile Chavepayre**, Artistic Director ARTE; **Anne Seymour**, TV Producer ARTE; **Henri Ehrhard**, TV Producer ARTE; **Eric Nung**, Creative Director MOVEMENT; **Nick Roney**, Director MOVEMENT; **Bérangère Petitjean**, Production Manager MOVEMENT

Best programme campaign: Acquired fictional productions

Gold

Universal TV: Breaking Bad – One

It doesn't take much for this series to awaken the desire for a new beginning. Universal TV knows this and deliberately uses the most well-known scenes from "Breaking Bad" to win the fans over again. Target group understood, says the jury.

Creative Team: **Elmar Krick**, Creative Brand Director NBCUniversal Networks International; **Tobias Mader**, Lead Creative NBCUniversal Networks International; **Daniel Saini**, Senior Creative Producer

Best programme campaign: Local fictional productions

Gold

Hochspannung – Made by SAT.1

The sound of turning pages, the ticking of a clock, a film running and scenes from the Monday thrillers of SAT.1. "Hochspannung" is not only present in the book adaptations, but also during the campaign.

Creative Team: **Richard Schweiger**, Senior Vice President Creative Solutions ProSiebenSat.1 TV Deutschland – Creative Solutions; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Johanna Kolb**, Editor ProSiebenSat.1 TV Deutschland – Creative Solutions; **Michael Funk**, Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Joachim Manuel Weber**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Julia Ritter**, Junior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Manuela Liebel**, Senior Product Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Silver

VOX: Rampensau

Creative Team: **Philipp Pauls**, Konzeptioner Mediengruppe RTL Deutschland; **Lisa Wölle**, Brand Management Mediengruppe RTL Deutschland; **Susanne Tiemann**, Art Direktion Corporate Design Mediengruppe RTL Deutschland; **Doris Mertens**, Art Direktion Advertising Design Mediengruppe RTL Deutschland; **Enisa Nesimovic**, Producerin Mediengruppe RTL Deutschland; **Sandra Frei**, Projektmanagement Mediengruppe RTL Deutschland; **Svenja Brinkmann**, Corporate Design Mediengruppe RTL Deutschland; **Johannes Reusch**, Produktionsmanagement Mediengruppe RTL Deutschland

Best programme campaign: Sports

Gold

Golden Claim: NITRO – Alles ist schöner mit Fußball

Everything is better with football! Really everything? Definitely, when you ask Laura Wontorra, Roman Weidenfeller, Steffen Freund or Thomas Wagner from NITRO! In the clips, they combine an evening gown with football socks, the roast is taken out of the oven with goalkeeper gloves and the lawn is turned into a small football field – because football is their life. Charming, funny and authentic, says the jury.

Creative Team: Tommy Dettinger, Producer Golden Claim; Jan Poerschke, SFX Design Golden Claim; Stephen Evans, VFX Design Golden Claim; Robin Mense, Senior Brand Manager Mediengruppe RTL Deutschland; Holger Sum, Leitung Marketing Markenteam Multichannel Mediengruppe RTL Deutschland; Sören Meyer, Konzeptioner/Texter Mediengruppe RTL Deutschland; Doris Mertens, Art-Direktorin Mediengruppe RTL Deutschland; Sven Lützenkirchen, DoP

Best programme campaign: News & Information

Gold

DW: Jaafar-Talk

"Disagreement is the beginning of a discussion." Opening and leading these discussions is the task of Jaafar Abdul-Karim in Jaafar-Talk. "We live in a different culture and were brought up differently, but we still have the same rights," Jaafar says. Especially in today's world, this is a very important message that strengthens mutual understanding.

Creative Team: Stephan Riebel, Head of Promotion Deutsche Welle; Sabrina Maier, Deputy Director Marketing Deutsche Welle; Patrick Ruch, Producer Deutsche Welle; Sebastian Katzer, Producer Deutsche Welle; Stefanie Kunze, Producer Deutsche Welle; Martin Reinhold, Cutter Deutsche Welle; Mark Wegner, Sound-Designer Deutsche Welle; Marek Neumann-Schoenwetter, Director of Photography Deutsche Welle

Best programme campaign: Kids

Gold

SAT.1: The Voice Kids "SO KLINGT WOW"

You can tell many stories, which is why SAT.1 decided to show what their Voice Kids can do. With examples from previous seasons and a catchy song on top, the channel puts viewers in the mood for the next little superstars. The combination of live-action film and animation is particularly creative and very entertaining.

Creative Team: Niels Müller, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; Pascal Wilfling, Senior Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; Lisa Fickenscher, Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; Gilles Wolff, Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; Paolo Mainini, Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; Joachim Manuel Weber, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; Alexander Molnar, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; Sylvia Zimmermann, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Silver

Disney Channel: Miraculous Tag

Creative Team: Conny Roll, Head of Marketing Communications TV The Walt Disney Company (Germany); Bernhard Huebl, Sr. Writer/Producer The Walt Disney Company (Germany); Bernd Mayershofer, Graphic Designer The Walt Disney Company (Germany); Andreas Wein, Audio Engineer

The Walt Disney Company (Germany); **Florian Ruhdorfer**, Text/Editor FLOKATI Production Company; **Katrin Nestrojil**, Graphic Designer FLOKATI Production Company

Bronze

Disney Channel: Tierduell

Creative Team: **Conny Roll**, Head of Marketing Communications TV The Walt Disney Company (GSA); **Bernhard Huebl**, Sr. Writer/Producer The Walt Disney Company (GSA); **Sofia Zuleta**, Regie/Writer-Producer The Walt Disney Company (GSA); **Thomas Richter**, Writer-Producer The Walt Disney Company (GSA); **Andreas Wein**, Audio Engineer The Walt Disney Company (GSA); **Bernd Mayershofer**, Graphic Designer The Walt Disney Company (GSA); **Karen Markwardt**, Regie; **Matthias Kraus**, Kamera

Best programme campaign: Comedy

Gold

RTL: Ich bin ein Star – Holt mich hier raus!

A New Year's address by RTL as an intelligent advertising gag for the 14th season of "I'm a Celebrity". At the same time, the programme also hijacked RTL's station design with new station IDs. Even in underground stations and other traffic hubs, there was no way to escape the jungle – and the numbers confirmed this! An all-round successful campaign that reaches the target group!

Creative Team: **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Susanne Jung**, Brand Management Mediengruppe RTL Deutschland; **Barbara Marheineke**, Producing & Art Direktion Mediengruppe RTL Deutschland; **Hamid Behbudi**, Producer Mediengruppe RTL Deutschland; **Andreas Ortmann**, Produktionsmanagement Mediengruppe RTL Deutschland; **Markus Döpfer**, VFX Mediengruppe RTL Deutschland; **Anja Pelzer**, Projektmanagement Mediengruppe RTL Deutschland; **Arne Thomas**, Sound Design Mediengruppe RTL Deutschland; **Philipp Pauls**, Text/Konzept Mediengruppe RTL Deutschland; **Tobias Varola**, Art Direction Mediengruppe RTL Deutschland

Silver

SAT.1: Luke! Die Greatnightshow "SKYWALKER"

Creative Team: **Richard Schweiger**, Senior Vice President Creative Solutions ProSiebenSat.1 TV Deutschland – Creative Solutions; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Ute Deutschmann**, Executive Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Stephan Körner**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Gerald Gutberlet**, Compositing Artist ProSiebenSat.1 TV Deutschland – Creative Solutions; **Boris Breitenreicher**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Lena Löffler**, Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Monika Sersea-Bratic**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Bronze

BDA Creative: Amazon Prime Video – Pastewka "Das letzte Mal"

Creative Team: Marc Strotmann, Executive Creative Director BDA Creative; **Markus Eckl-Jordan**, Director of Operations BDA Creative; **Nicolai Rohrmann**, Project Manager BDA Creative; **Markus Pöll**, Senior Editor BDA Creative; **Johanna Bakdi**, Senior Editor BDA Creative; **Tobias Fleck**, Copywriter BDA Creative; **Pascal Plaumann**, Art Director BDA Creative; **Martina Russ**, Senior Marketing Manager Amazon Prime Video

Best programme campaign: Show & Entertainment

Gold

TNT Serie: AEW – Dynamite

This tax office is anything but boring! In various spots, the everyday life at the office is completely turned upside down by the employees' wrestling matches. Surprising, funny and very bizarre, the spots make you want more.

Creative Team: **Raf Gasak**, Creative Director Turner Broadcasting System Deutschland; **Gerhard Wolf**, Writer / Producer Turner Broadcasting System Deutschland; **Thomas Pfingsten**, Head of Production Turner Broadcasting System Deutschland; **Mutter & Vater Productions GmbH**, Service Produktion Turner Broadcasting System Deutschland; **B2Y Productions**, Service Produktion Turner Broadcasting System Deutschland; **Arrigo Reuss**, Regie Turner Broadcasting System Deutschland; **Jan Bormann**, DoP Turner Broadcasting System Deutschland

Silver

TVNOW: Prince Charming

Creative Team: **Heiko Theuerkauf**, Art Director/Teamlead Design Mediengruppe RTL Deutschland; **Thomas Drexel**, Brand Manager Mediengruppe RTL Deutschland; **Christian Rühl**, Projektmanagement Mediengruppe RTL Deutschland; **Andreas Ortmann**, Produktionsmanagement Mediengruppe RTL Deutschland; **Marc Strotmann**, Executive Creative Director BDA Creative; **Ben Kerneck**, Managing Director BDA Creative; **Kampagnen-Team**, MGRTL & BDA Creative; **Creative Team**, MGRTL & BDA Creative

Bronze

SAT.1: Big Brother

Creative Team: **Sebastian Schwarzer**, Vice President SAT.1 Creation ProSiebenSat.1 TV Deutschland – Creative Solutions; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Ute Deutschmann**, Executive Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Alexander Gruber**, Senior Writer/ Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Andé Otto**, Creative Director Design ProSiebenSat.1 TV Deutschland – Creative Solutions; **Joachim Manuel Weber**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Christian Gerner**, Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Sylvia Zimmermann**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Best programme campaign: Culture & Documentary

Gold

BR Fernsehen: BEETHOVEN bewegt

To mark the 250th birthday of the famous German composer Beethoven, BR Klassik has come up with something special. From pianists and violinists to star chefs, people were asked about their favourite works by the Bonn-based composer. A beautiful and personal view on known and unknown pieces.

Creative Team: **Volker Jungbäck**, Leitung Programm-Promotion Bayerischer Rundfunk; **Stefan Scholz**, Producer Programm-Promotion Bayerischer Rundfunk; **Nicola Bienert**, Redakteurin Programm-Promotion Bayerischer Rundfunk; **Peter Fohrwikl**, Leitung BR-KLASSIK Planung und Entwicklung Bayerischer Rundfunk; **Jörg Zizelmann**, Marketing BR Klassik Bayerischer Rundfunk; **Agentur Rose Pistola**

Silver

DW: Founders' Valley

Creative Team: **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patrick Ruch**, Executive Producer Deutsche Welle; **Stefanie Kunze**, Producer & Cutter Deutsche Welle; **Mark Wegner**, Sound-Designer Deutsche Welle

Best programme campaign: Factual Entertainment

Gold

VOX: Kitchen Impossible – Die nächste Stufe der Esskalation

A cookery show staged as a boxing match. The new season of "Kitchen Impossible" plays with the fighting spirit of the competing chefs and Tim Mälzer. In the spots, you first only recognise the outline of the rivals and listen to their fighting announcements, then in a second step Mälzer brings them into the light. Through its humour, the campaign not only picks up fans who have been with it for years but also new interested people.

Creative Team: Sören Meyer, Konzeptioner Mediengruppe RTL Deutschland; **Alexandra Felgendreher**, Producer Mediengruppe RTL Deutschland; **Svenja Brinkmann**, Corporate Design Mediengruppe RTL Deutschland; **Lisa Wölle**, Brand Management Mediengruppe RTL Deutschland; **Sandra Frei**, Projektmanagement Mediengruppe RTL Deutschland; **Niko Djordjevic**, Produktionsmanagement Mediengruppe RTL Deutschland; **Doris Mertens**, Art Direktion Advertising Design Mediengruppe RTL Deutschland; **Juliane Richter**, Art Direktion Corporate Design Mediengruppe RTL Deutschland

Silver

DMAX: Sidneys Welt

Creative Team: Jan Leitz, Manager On Air Promotion Discovery Communications Deutschland; **Eike Immisch**, Senior Director Marketing & Communications Discovery Communications Deutschland; **Stefan Ladwig**, Manger Marketing Discovery Communications Deutschland; **Nermin Gladers**, Project Lead Seeblick Media; **Nico Ophoff**, Project Lead Seeblick Media; **Florian Leitl**, Creative Editor Seeblick Media; **Dominik Fischer**, Creative Editor Seeblick Media; **Oliver Schubert**, Art Director Graphics Seeblick Media

Best promotion campaign for special programming

Gold

DW: 30 Jahre Mauerfall

The fall of the Berlin Wall is still a highly emotional moment, even after 30 years. And this is how Deutsche Welle staged it for this anniversary: wax figures formed by a DW-colleague resemble politicians, policemen and citizens in a snow globe, tearing down the Wall by themselves and celebrating its fall. In the background is a musical composition from the East German anthem, "Wind of Change" by the Scorpions, and the Titanic theme song. Beautiful and thrilling!

Creative Team: Stephan Riebel, Head of Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Patrick Ruch**, Executive Producer Deutsche Welle; **Sebastian Katzer**, Producer Deutsche Welle; **Anette Breuker**, Producer Deutsche Welle; **Linda Jakobsen**, Artist Deutsche Welle; **Christian Dransfeld**, Director of Photography Deutsche Welle; **Lars Jandel**, 3D Animator Deutsche Welle

Silver

Epic Drama: Summer of Crime

Creative Team: Paul Evans, Head of Creative Viasat World; **Lukasz Malisiewicz**, Senior Creative Viasat World; **Anna Sabti**, Creative Viasat World; **Alistair Ellis-Munro**, Design Creative Viasat World; **Aleksandra Terczynska**, Production Manager Viasat World; **Leo Fernandes**, 3D Animator twentyfive

Bronze

Disney Channel: Dalmatiner Tag

Creative Team: Conny Roll, Head of Marketing Communications TV The Walt Disney Company (GSA); **Sofia Zuleta**, Schnitt/Writer-Producer The Walt Disney Company (GSA); **Andreas Wein**, Audio Engineer The Walt Disney Company (GSA); **Matthias Schuckert**, Graphic Designer The Walt Disney Company

(GSA); **Katrin Nestrojil**, Graphic Designer The Walt Disney Company (GSA); **Vanessa Melzner**, Graphic Designer The Walt Disney Company (GSA)

Best social spot(s) – non-profit

Gold

Filmakademie Baden-Württemberg: Aura

A visually and audibly outstanding interaction, says the jury. In "Aura" by Film Academy Baden-Württemberg's Timm Völkner, you look at a person's migraine through the eyes of an affected person. She approaches her illness like a love letter and describes their life together. Impressive and very suitable for drawing attention to this illness, which is often dismissed as a headache.

Creative Team: Timm Völkner, Writer & Director Animation Filmakademie Baden-Württemberg; **Fabienne Priess**, Producer Filmakademie Baden-Württemberg; **Jan Brett**, Sound Design Filmakademie Baden-Württemberg; **Andreas Skandy**, Music Filmakademie Baden-Württemberg; **Marisa Wojtkowiak**, Voice Actress Filmakademie Baden-Württemberg; **Ryoji Yamada**, Additional Animation Filmakademie Baden-Württemberg; **Olaf Mierau**, Voice Recording Director Filmakademie Baden-Württemberg

Silver

#sicherheit // Bertelsmann Content Alliance // Die Botschaft: Mehr #sicherheit für Frauen

Creative Team: Marc Lepetit, Executive Producer UFA; **Jan Köhler**, CD DIE BOTSCHAFT; **Tom Daske**, Initiator / Managing Director Creative Strategy DIE BOTSCHAFT; **Klaus Rehm**, Initiator / Managing Director Strategy/Consulting DIE BOTSCHAFT; **Tom Schlagkamp**, Regie #sicherheit; **Ralph Mecke**, Fotografie #sicherheit; **Josephine Rügge**, Executive Producer WE ARE VIRUS; **Antonia Burchardt**, Executive Producer Erste Liebe

Bronze

MediaApes: Mare Nostrum "The Nightmare"

Creative Team: Sebastian Gsuck, Co Producer/3D Sound Storyteller MediaApes; **Nûjîn Kartal**, 3D/VR Sound Engineer/Supervisor MediaApes; **Tim Kosack**, Mixing Engineer MediaApes; **Flavia Oertwig**, Producer Tama Filmproduktion; **Stefania Casini**, Co Producer/Regie Bizef Produzione; **Pascal Hanke**, 360°/VR - Visual Concepting Aspekteins; **Nico Laninger**, 360°/VR-Production & Postproduction Aspekteins; **Marius Mülhaupt**, 360° Visual Supervision Aspekteins

Category Specials & Cross-Media

Pitch Bitch – all for nothing?

Gold

Golden Claim: THE WALL

Anaïs Mitchel's song is combined powerfully with pictures of the construction of the wall in America as well as pictures of starving children. Goosebumps are guaranteed.

Creative Team: Mark Fleig, Producer/Konzept Golden Claim; **Tatjana Scholtz**, Projektleitung Golden Claim; **Rüdiger Braun**, CEO Golden Claim

Silver

Servus TV: Bond im Unterhaus

Creative Team: Andreas Reissmann, On Air Promotion Leitung/Producer Servus TV; **Jörg Gössler**, Chef Agentur Seaside; **Judith Henze**, Projektleitung Seaside; **Allesandro Brandhofer**, Senior Editor Seaside; **Hanne Wiesener**, Freelancer Texterin; **Angelika Widl**, Freelancer Motion Design

Best Cases in a Worst Case Crisis

Gold

NBC Universal Global Networks Deutschland: Maske auf! Leben retten!

NBC Universal shows that communication in times of crisis does not always have to be a tear-jerker with its "Maske auf! Leben retten!" commercials. This great idea not only works internationally, but also focuses exactly on what moves people and what they need. The spots are humorously based on the obligation to wear masks without lecturing. Top!

Creative Team: **Elmar Krick**, Creative Brand Director NBCUniversal Networks International; **Sebastian Geller**, Lead Creative NBCUniversal Networks International; **Tobias Mader**, Lead Creative NBCUniversal Networks International; **Matthias Winter**, Exec. Producer SEHSUCHT München

Silver

Mehr #sicherheit für Frauen

Creative Team: **Marc Lepetit**, Initiator / Executive Producer UFA; **Tom Daske**, Initiator / Managing Director Creative Strategy DIE BOTSCHAFT; **Klaus Rehm**, Initiator / Managing Director Strategy/Consulting DIE BOTSCHAFT; **Jan Köhler**, Executive Creative Director DIE BOTSCHAFT; **Katharina Langmann**, Account Director DIE BOTSCHAFT; **Natalia Wörner**, Initiatorin #sicherheit; **Ralph Mecke**, Fotografie #sicherheit; **Tom Schlagkamp**, Regie #sicherheit

Bronze

ARTE: Lockdown-Covid

Creative Team: **Cecile Chavepayre**, Artistic Director ARTE; **Anne Seymour**, TV Producer ARTE; **Pauline Bugeon**, TV Producer ARTE; **Marion Turminel**, Producer – Agent PEKELO; **Amélie Barnathan**, Illustrator PEKELO; **Camille Sevaistre**, Motion Designer PEKELO

Best live or B2B event

Gold

3sat: Festival 2019

A great event consistently performed. The design of the 2019 festival is realised in a solid way and unmistakably 3sat! Thanks to its high recognition value, it appeals to the "on location" audience and manages to inspire them. Everything done right, says the jury.

Creative Team: **Thomas Grimm**, Leitung Marketing ZDF; **Uli Dankemeyer**, Leitung Programm-Marketing Team 3sat ZDF; **Stefanie Wald**, Projektleitung ZDF; **Anja Strnischa**, Design ZDF; **Harald Schröder**, Grafik ZDF; **Tom Wünsche**, Redakteur ZDF; **Peter Wagner**, Konzeption/Szenografie die raumgestalten; **Konrad Wieland**, Motion Design Wieland Design

Silver

Sony AXN: PURE – Leise rieselt der Schnee

Creative Team: **Andreas Ditter**, Managing Director GSA Sony Pictures Entertainment Deutschland; **Wiebke Hein**, Director Marketing Sony Pictures Entertainment Deutschland; **Sarah Gembe**, Product Manager SONY AXN Sony Pictures Entertainment Deutschland; **Moritz Hackl**, Copy Writer Zentralsüden; **Peter Wagner**, Creative Director Art Zentralsüden; **Jan Wanger**, Creative Director Text Zentralsüden; **Benno Unterforsthuber**, DoP/Edit; **Isartonic e.V.**, Chor

Bronze

RTL: CSD

Creative Team: **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Michael Zschiesche**, Brand Management Mediengruppe RTL Deutschland; **Lars Truhn**, Brand Management Mediengruppe RTL Deutschland; **Philipp Pauls**, Konzeptioner/Text Mediengruppe

RTL Deutschland; **Karin Kanter**, Projektmanagement Mediengruppe RTL Deutschland; **Melanie Schmitz**, Projektmanagement Mediengruppe RTL Deutschland; **Gesche Wendebourg**, Design Mediengruppe RTL Deutschland; **Marc Rhiem**, Producer Mediengruppe RTL Deutschland

Best integrated campaign for a channel or platform

Gold

n-tv: EGAL

n-tv wants its viewers to take a position in its "EGAL" campaign. After all, just because something does not directly concern yourself that does not mean it is irrelevant. The message "You can think what you want, but please have an opinion" is clearly conveyed on all channels. A carefully planned campaign, which comes in a minimalist but powerful design and hits the zeitgeist!

Creative Team: Cornelia Dienstbach, Marketingleitung Mediengruppe RTL Deutschland; **Sebastian Schmidt**, Brand Manager Mediengruppe RTL Deutschland; **Elisa Schulenburg**, Projektmanagerin Mediengruppe RTL Deutschland; **Alessandro Taschetta**, Senior Promotion Producer Mediengruppe RTL Deutschland; **Alex Krumm**, Art Direktion Mediengruppe RTL Deutschland; **Julia Sann**, Art Direktion Mediengruppe RTL Deutschland; **Sebastian Kollert**, Senior Art Director Havas; **Yanick Fischer**, Copywriter Havas

Silver

DMAX "Bleibt Echt"

Creative Team: Eike Immisch, Senior Director Marketing & Communications Discovery Communications Deutschland; **Stefan Ladwig**, Senior Manager Marketing Discovery Communications Deutschland; **Patricia Peter**, Marketing Executive Discovery Communications Deutschland; **Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Andreas Brunsch**, Executive Creative Director Kolle Rebbe; **David Giesen**, Berater Kolle Rebbe; **Patrik Woiczik**, Account Director Client Service Essence Global Germany; **Felix Schulte**, Senior Manager Media Planning Essence Global Germany

Bronze

Luxlotusliner: ARD – Was ist deine Geschichte?

Creative Team: Henriette Edle von Hoessle, Creative Director/Leiterin ARD-Design & Präsentation ARD – Das Erste; **Werner Mayer**, Art Director ARD – Das Erste; **Gabi Trojan-Madračević**, Creative Director Luxlotusliner; **Tatjana Živanović-Wegele**, Executive Producer Luxlotusliner; **Georg Rettenbeck**, Production Management Bayerischer Rundfunk; **Asger Leth**, Film Director Moland Film; **Christian Bévort**, Film Producer Moland Film; **Keno Langbein & Dominik Giesriegl**, Songwriter/Lyrics/Music

Best integrated campaign for a programme: Fiction

Gold

ZDF: Das Boot

A combination that has it all! To celebrate the start of their series "Das Boot", ZDF launched a special campaign and combined the series with ZDF's evergreen "Das Traumschiff". A surprising idea that shines with its humour. The campaign could also not only be seen, but also heard and felt, as the series satisfies all senses through various clever and imaginative campaign measures. A courageous step for ZDF!

Creative Team: Thomas Grimm, Leitung Marketing ZDF; **Stavros Amoutzias**, Leitung CD/Programm-Marketing 2 ZDF; **Katrin Steffen**, Projektleitung ZDF; **Sabine Ramseger-Kurz**, Producerin On Air ZDF; **Simone Schreiner**, Designerin ZDF; **Tim Krink**, Creative Director Art KNSK Werbeagentur; **Kelly Dooling**, Art Director KNSK Werbeagentur; **Henrik von Müller**, Executive Producer Woodblock

Silver

Joyn/ProSieben: Check. Check

Creative Team: **Christian Giegerich**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Patrick Fleischmann**, Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Andrea Hartl**, Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Gerald Gutberlet**, Compositing Artist ProSiebenSat.1 TV Deutschland – Creative Solutions; **Boris Breitenreicher**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Jochen Blatz**, Senior Texter/Conceptioner ProSiebenSat.1 TV Deutschland – Creative Solutions; **Janine Friese**, Senior Project Manager ProSiebenSat.1 TV Deutschland – Creative Solutions; **David Hoffmann**, Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Bronze

BDA Creative: Amazon Prime Video – Pastewka "Das letzte Mal"

Creative Team: **Marc Strotmann**, Executive Creative Director BDA Creative; **Markus Eckl-Jordan**, Director of Operations BDA Creative; **Nicolai Rohrmann**, Project Manager BDA Creative; **Markus Pöll**, Senior Editor BDA Creative; **Johanna Bakdi**, Senior Editor BDA Creative; **Tobias Fleck**, Copywriter BDA Creative; **Pascal Plaumann**, Art Director BDA Creative; **Martina Russ**, Senior Marketing Manager Amazon Prime Video

Best integrated campaign for a programme: Non-Fiction

Gold

BDA Creative: TVNOW – Prince Charming

This campaign is gay! To bring "Prince Charming", the very first German dating show for homosexual men, to everyone's attention, BDA and TVNOW aimed to remove the negative connotation of the word "gay" in a very striking way. Celebrations, ties, kissing or dates became gay for posters and spots. An incredibly good and courageous campaign, which brings social benefits and inspires!

Creative Team: **Marc Strotmann**, Creative Director BDA Creative; **Benjamin Kerneck**, Managing Director BDA Creative; **Nicolai Rohrmann**, Senior Project Manager BDA Creative; **Lisa Kästner**, Copy Writer BDA Creative; **Ronja Schroeck**, Motion Design BDA Creative; **Pascal Plaumann**, Art Director BDA Creative; **Thomas Drexel**, Brand Manager Mediengruppe RTL Deutschland; **Heiko Theuerkauf**, Art Director/Teamleiter Design TVNOW Mediengruppe RTL Deutschland

Silver

RTL: Alles auf Freundschaft

Creative Team: **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Beatrice Eichbauer**, Brand Management Mediengruppe RTL Deutschland; **Isabel Grahs**, Producerin Mediengruppe RTL Deutschland; **Patrick Gericke**, Producer Mediengruppe RTL Deutschland; **Philipp Pauls**, Konzeption Mediengruppe RTL Deutschland; **Eva Frings**, Projektmanagement Mediengruppe RTL Deutschland; **Biggi Reuscher**, Corporate Design Mediengruppe RTL Deutschland; **Heike Bosch**, Advertising Design Mediengruppe RTL Deutschland

Bronze

VOX: Kitchen Impossible – Die nächste Stufe der Eskalation

Creative Team: **Sören Meyer**, Konzeptioner Mediengruppe RTL Deutschland; **Alexandra Felgendreher**, Producer Mediengruppe RTL Deutschland; **Svenja Brinkmann**, Corporate Design Mediengruppe RTL Deutschland; **Lisa Wölle**, Brand Management Mediengruppe RTL Deutschland; **Sandra Frei**, Projektmanagement Mediengruppe RTL Deutschland; **Niko Djordjevic**, Produktionsmanagement Mediengruppe RTL Deutschland; **Doris Mertens**, Art Direktion Advertising Design Mediengruppe RTL Deutschland; **Juliane Richter**, Art Direktion Corporate Design Mediengruppe RTL Deutschland

Category Craft

Best studio design/set design

Gold

NDR: Multifunctional Studio

The name is the programme for NDR's "Multifunctional Studio". With its tidy and geometric, simple design, the studio can be used in many ways. Its versatility and timeless design characterise the studio. Realised with confidence!

Creative Team: **Brigitte Brasavs**, Creative Direction Norddeutscher Rundfunk; **Frank Cremers**, Set Design Norddeutscher Rundfunk; **Kay Penndorf**, Art Direction / OnAir Design NDR Info & Panorama Norddeutscher Rundfunk; **Rasmus Borkamp**, VR Production Norddeutscher Rundfunk; **Thorben, Korpel**, VR Production Norddeutscher Rundfunk; **Wielandt Design**, OnAir Design Zapp; **Eva Kehl-Cremers**, OnAir Design Kulturjournal

Silver

RTL: Die 25

Creative Team: **Christian Weckerle**, AD, Design, VFX Mediengruppe RTL Deutschland; **Niklas Weidmann**, Design Mediengruppe RTL Deutschland; **Annett Krause**, Projektmanagement Mediengruppe RTL Deutschland; **Arne Thomas**, Musiküberarbeitung Mediengruppe RTL Deutschland; **Ina Weizinger**, Redaktion infoNetwork; **Dirk Penkwitz**, Redaktion infoNetwork; **Jie Wu**, Umsetzung Fa. UNREAL infoNetwork; **Detlef Ahlers**, Implementierung Fa. UNREAL cbc

Bronze

BR Fernsehen: Münchner Runde

Creative Team: **Uwe Kassner**, Leitung Design und Promotion BR Fernsehen Bayerischer Rundfunk; **Thorsten Timm**, Projektleitung Design Bayerischer Rundfunk; **Susanne Frericks**, Creative Director/Setdesign FEEDMEE; **Tina Haffke**, Producer FEEDMEE; **Tom Gugel**, Setdesign FEEDMEE; **Frank Cremers**, Setplanung Büro Cremers

Best 2D/3D animation

Gold

Viasat Film: Murder on the Orient Express

The entire film narrated in one spot. Viasat Film uses the well-known material of the crime thriller and repackages it in a skilled and splendid animation. The individual scenes flow into each other and the visual language arouses enthusiasm. A fun animation through and through, says the jury.

Creative Team: **Ryan Casey**, Creative Producer Nordic Entertainment Group UK; **Cenk Aksun**, Freelance Motion Graphics Designer Nordic Entertainment Group UK; **Christopher Montgomery**, Creative Director Nordic Entertainment Group UK

Silver

SRF: Dynastie Knie

Creative Team: **Alex Hefter**, Leiter Gestaltung & Marketing SRF; **Andreas Dürr**, Art Director SRF; **Sarina Krucker**, Projektmanagerin SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Simon Renfer**, Designer Ploy Studio; **Jürg Dummermuth**, Designer Ploy Studio; **Marcel Vaid**, Sound

Bronze

SRF: Wilder 2

Creative Team: Alex Hefter, Creative Director SRF; Patrick Arnecke, Leiter Design & Promotion SRF; Sven Volz, Art Director SRF; Jessica Lanter, Projektmanager SRF; Marc Heer, Senior Designer SRF; Fadi Nemr, Realisation; Adrian Frutiger, Musik, Komposition & Musikproduktion

Best typographical design

Gold

VOX: Rampensau Pressemappe

Shrill, loud and unconventional – the typography is just like the protagonist of VOX's Rampensau. With line spacing that is way too narrow, repeatedly different typefaces and garish neon colours, VOX breaks with the reading habits of the recipient. Bold and refreshing!

Creative Team: Jutta Hertel, Leiterin Marketing VOX Mediengruppe RTL Deutschland; Lisa Wölle, Brand Management Mediengruppe RTL Deutschland; Doris Mertens, AD & Design Mediengruppe RTL Deutschland; Florian Kolmer, Fotograf; Stefan Erhard, Fotograf

Silver

GÉDÉON: M6 MUSIC

Creative Team: Emmanuelle Lacaze, Producer GÉDÉON; Eglantine Guitard, Producer GÉDÉON; Maximilian Schwane, Creative Director GÉDÉON; La Plage, Music Studio

Bronze

von Herzen: RTLZWEI Redesign 2019 – Frame-Typo

Creative Team: Klaus Schäfer, Geschäftsführer von Herzen; Tina Wiesner, CCO von Herzen; Tobias Laufer, AD von Herzen; André Gronwald, Animation von Herzen; Carlos Zamorano, Bereichsleiter Marketing & Kommunikation RTL 2 Fernsehen

Best text design or use of language and voice

Gold

Universal TV: Breaking Bad

Blue, blue, blue are all my colours – just like Walter White's Crystal Meth. A text design which is just perfect for "Breaking Bad" and a successful new twist to stage the series once again.

Creative Team: Elmar Krick, Creative Brand Director NBCUniversal Networks International; Tobias Mader, Lead Creative NBCUniversal Networks International; Mark Bredtmann, Geschäftsführer Trailerhouse; GINGER x Massive Music, Music Production

Silver

RTLZWEI: Ironic Trailer Österreich & Schweiz

Creative Team: Carlos Zamorano, Bereichsleiter Marketing & Kommunikation RTL2 Fernsehen; Kristina Wiesner, CCO von Herzen; Hannah Rackwitz, Creative Strategy & Planning von Herzen; Alexander Mahoney, Creative Lead Blickfang Media; Oliver Driemel, Konzeption Blickfang Media; Moritz Ringeisen, Schnitt Blickfang Media; Chris Zöllner, Sound Design Blickfang Media; Alexander Hell, Geschäftsführer Blickfang Media

Bronze

ProSieben: 30 Jahre Simpsons

Creative Team: Markus Baier, Vice President ProSieben Creation ProSiebenSat.1 TV Deutschland – Creative Solutions; Bernd Lutieschano, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; Christian Giegerich, Senior Writer/ Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; Dirk Henschel, Senior Writer/ Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; Gerald Gutberlet, Compositing Artist ProSiebenSat.1 TV Deutschland – Creative Solutions; Reinhard Keller, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; Laura Hasse, Project Manager ProSiebenSat.1 TV Deutschland – Operations; David Hoffmann, Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Best sound design

Gold

MediaApes: Mare Nostrum "The Nightmare"

There is something special about this German-Italian production! While you move as a refugee on the Mediterranean Sea in the VR film "Mare Nostrum", the 360-degree sound draws the audience even deeper into the story. A gloomy, claustrophobic sound that intensifies the experience again and again.

Creative Team: **Sebastian Gsuck**, Co Producer/3D Sound Storyteller MediaApes; **Nûjîn Kartal**, 3D/VR Sound Engineer/Supervisor MediaApes; **Tim Kosack**, Mixing Engineer MediaApes; **Flavia Oertwig**, Producer Tama Filmproduktion; **Stefania Casini**, Co Producer/Regie Bizef Produzione; **Pascal Hanke**, 360°/VR - Visual Concepting Aspekteins; **Nico Laninger**, 360°/VR-Production & Postproduction Aspekteins; **Marius Mülhaupt**, 360° Visual Supervision Aspekteins

Silver

Hochspannung – Made by SAT.1

Creative Team: **Joachim Manuel Weber**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Richard Schweiger**, Senior Vice President Creative Solutions ProSiebenSat.1 TV Deutschland – Creative Solutions; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Michael Funk**, Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Alexander Gruber**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Julia Ritter**, Junior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Manuela Liebel**, Senior Product Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Bronze

Kabel Eins: Der Sound von Kabel Eins

Creative Team: **Oliver Rojschl**, Creative Director/Head of Kabel Eins Creation ProSiebenSat.1 TV Deutschland – Creative Solutions; **Dominik Schütz**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Thomas Gerlach**, Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Daniel Grandl**, ProTools Operator ProSiebenSat.1 Produktion; **Chiara Hesse**, Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Alexander Wagner**, Vice President Kabel Eins ProSiebenSat.1 TV Deutschland – Consumer Marketing; **Michaela Baron**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing; **Hanne Wiesener**, Konzeptionerin

Best musical composition

Gold

DW: 30 Jahre Mauerfall

A mix of "Wind of Change" by the Scorpions, the East German national anthem, and the Titanic theme song awaits viewers in the DW spot for "30 Jahre Mauerfall". Matching the mood of the time, the musical composition first begins in a driving manner and then changes into an emotional one. Very soulful and therefore just right!

Creative Team: **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Patrick Ruch**, Executive Producer Deutsche Welle; **Sebastian Katzer**, Composer / Producer Deutsche Welle; **Anette Breuker**, Producer Deutsche Welle; **Linda Jakobsen**, Artist Deutsche Welle; **Christian Dransfeld**, Director of Photography Deutsche Welle; **Lars Jandel**, 3D Animator Deutsche Welle

Silver

DMAX: Sonic Design

Creative Team: **Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Eike Immisch**, Senior Director Marketing & Communications Discovery Communications Deutschland; **Lisa Michel**, On Air Promotion Executive Discovery Communications Deutschland; **Theresa Schmid**, On Air Promotion Volontärin Discovery Communications Deutschland; **CapeRock**, Design Agency

Best use of music

Gold

FOX: Freaks

What came first, the lyrics or the concept? With this station spot for FOX it does not matter, because both go together perfectly. The country needs more freaks, and they can be found at FOX!

Creative Team: **Christina Leucht**, Director Marketing & Creative Services Fox Networks Group Germany; **Sarina Baumann**, Marketing Manager Fox Networks Group Germany; **Nicholas Economides**, Creative Manager Fox Networks Group Germany; **Marco Gabriele**, Creative & Social Media Coordinator Fox Networks Group Germany; **Matthias Pasedag**, Sound Designer Klangstueberl; **Sebastian Hoedl**, Product Manager Universal Music; **Dennis Koepl**, Producer

Silver

Kabel Eins: Rosin sagt "BELLY CIAO"

Creative Team: **Richard Schweiger**, Senior Vice President Creative Solutions ProSiebenSat.1 TV Deutschland – Creative Solutions; **Oliver Rojschl**, Creative Director/Head of Kabel Eins Creation ProSiebenSat.1 TV Deutschland – Creative Solutions; **Jürgen Rieger**, Creative Director Digital ProSiebenSat.1 TV Deutschland – Creative Solutions; **Vinzenz Gebhardt**, Senior Conceptioner Digital ProSiebenSat.1 TV Deutschland – Creative Solutions; **Paul Taylor**, Creative Director/Head of Multichannel Audio ProSiebenSat.1 TV Deutschland – Creative Solutions; **Alexander Wagner**, Vice President Kabel Eins ProSiebenSat.1 TV Deutschland – Consumer Marketing; **Michael Schweigkofler**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Bronze

Discovery Networks: Roadshow 09/19

Creative Team: **Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Eike Immisch**, Senior Director Marketing & Communications Discovery Communications Deutschland; **Lisa Michel**, On Air Promotion Executive Discovery Communications Deutschland

Best editing

Gold

Golden Claim: Eyes & Ears Awardshow Opener 2019

In 2019, Golden Claim created a unique whole from many individual projects. Perfectly coordinated with the music, the numerous entries of the 21st International Eyes & Ears Awards were combined to create an opener with a pulling effect. A special contribution and a great memory of a wonderful evening!

Creative Team: **Tommy Dettinger**, Producer Golden Claim; **Stephen Evans**, VFX Designer Golden Claim; **Bastian Scheffer**, SFX Designer Golden Claim; **Tatjana Scholtz**, Projektmanagerin Golden Claim; **Zoe Marie Kehnen**, Junior-Projektmanagerin Golden Claim; **Rüdiger Braun**, CEO Golden Claim; **Mark Fleig**, CEO Golden Claim

Silver

Hochspannung – Made by SAT.1

Creative Team: **Alexander Gruber**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Richard Schweiger**, Senior Vice President Creative Solutions ProSiebenSat.1 TV Deutschland – Creative Solutions; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Joachim Manuel Weber**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Julia Ritter**, Junior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Manuela Liebel**, Senior Product Manager ProSiebenSat.1 TV Deutschland – Consumer Marketing

Bronze

SRF: News Informationsclip

Creative Team: **Alex Hefter**, Leiter Gestaltung & Marketing SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Oliver Tremel**, Teamleiter Promotion SRF; **Jonas Bucher**, Producer Bucher Media

Best camera

Bronze

DMAX: Sidneys Welt

Creative Team: **Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Eike Immisch**, Senior Director Marketing & Communications Discovery Communications Deutschland; **Horst Czernkowski**, Regie Seeblick Media; **Nermin Gladers**, Project Lead Seeblick Media; **Nico Ophoff**, Project Lead Seeblick Media; **Lukas Nicolaus**, DoP Seeblick Media; **Hanne Wiesener**, Copywriter Seeblick Media; **Dominik Fischer**, Creative Editor Seeblick Media

Best direction

Gold

ARTE's Digital Campaign

The campaign for ARTE's media library is somewhat absurd but charming. Whether it is an oversized chicken egg or a surprisingly long leek – as with the harvest, there is more to the media library than you might think! Great look and perfect for the station, says the jury.

Creative Team: **Cecile Chavepayre**, Artistic Director ARTE; **Anne Seymour**, TV Producer ARTE; **Henri Ehrhard**, TV Producer ARTE; **Eric Nung**, Creative Director MOVEMENT; **Nick Roney**, Director MOVEMENT; **Bérangère Petitjean**, Production Manager MOVEMENT

Silver

ZDF: Kulturspots

Creative Team: **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Doris Biagioni**, Projektleitung ZDF; **Katharina Strauß**, Executive Producerin Film Deluxe; **Carolin Voigtländer**, Producerin Film Deluxe; **Verena Soltiz**, Regie Film Deluxe; **Mario Minichmayr**, Kamera Film Deluxe; **Baldur Eythorsson**, Kamera Film Deluxe

Bronze

DMAX: Sidneys Welt

Creative Team: **Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Eike Immisch**, Senior Director Marketing & Communications Discovery Communications Deutschland; **Horst Czernkowski**, Regie Seeblick Media; **Nermin Gladers**, Project Lead Seeblick Media; **Nico Ophoff**, Project Lead Seeblick Media; **Lukas Nicolaus**, DoP Seeblick Media; **Hanne Wiesener**, Copywriter Seeblick Media; **Florian Leitl**, Creative Editor Seeblick Media

Eyes & Ears Special Prizes 2020

All submissions for the category "Best Cases in a Worst Case Crisis"

Extraordinary situations require extraordinary measures. Especially in 2020, a strange year, which was virtually flooded with crises, this has been demonstrated. Whether funny or emotional campaigns, spots or announcements, almost all broadcasters and agencies have come up with something exceptional for their customers and viewers. On Covid-19, on terror attacks and also on other important topics that usually receive too little attention. This diversity must be rewarded, says the Jury.

NBC Universal Global Networks Deutschland: Maske auf! Leben retten!

Creative Team: **Elmar Krick**, Creative Brand Director NBCUniversal Networks International; **Sebastian Geller**, Lead Creative NBCUniversal Networks International; **Tobias Mader**, Lead Creative NBCUniversal Networks International; **Matthias Winter**, Exec. Producer SEHSUCHT München

Mehr #sicherheit für Frauen

Creative Team: **Marc Lepetit**, Initiator / Executive Producer UFA; **Tom Daske**, Initiator / Managing Director Creative Strategy DIE BOTSCHAFT; **Klaus Rehm**, Initiator / Managing Director Strategy/Consulting DIE BOTSCHAFT; **Jan Köhler**, Executive Creative Director DIE BOTSCHAFT; **Katharina Langmann**, Account Director DIE BOTSCHAFT; **Natalia Wörner**, Initiatorin #sicherheit; **Ralph Mecke**, Fotografie #sicherheit; **Tom Schlagkamp**, Regie #sicherheit

ARTE: Lockdown-Covid Idents

Creative Team: **Cecile Chavepayre**, Artistic Director ARTE; **Anne Seymour**, TV Producer ARTE; **Pauline Bugeon**, TV Producer ARTE; **Marion Turminel**, Producer – Agent PEKELO; **Amélie Barnathan**, Illustrator PEKELO; **Camille Sevaistre**, Motion Designer PEKELO

Die Botschaft: BVG - Maskenmuffel

Creative Team: **Tom Daske**, Geschäftsführer Kreation DIE BOTSCHAFT; **Klaus Rehm**, Geschäftsführer Beratung DIE BOTSCHAFT; **Jan Köhler**, Executive Creative Director DIE BOTSCHAFT; **Michael Dielmann**, Senior Art Director DIE BOTSCHAFT; **Teresa Kilchytska**, Junior Art Director DIE BOTSCHAFT; **Henning Lemke**, Senior Copywriter DIE BOTSCHAFT; **Katharina Langmann**, Account Director DIE BOTSCHAFT; **Marie Boy**, Account Manager DIE BOTSCHAFT

RTL: Corona Station IDs

Creative Team: **Christian Mirow**, Brand Management Mediengruppe RTL Deutschland; **Barbara Marheineke**, Producer Mediengruppe RTL Deutschland; **Philipp Pauls**, Konzeptioner Mediengruppe RTL Deutschland; **Patrice Keller**, VFX Mediengruppe RTL Deutschland; **Christine Frese**, Projektmanagement Mediengruppe RTL Deutschland; **Petra Matuschek-Schuster**, Projektmanagement Mediengruppe RTL Deutschland; **Gregor Wagner**, Sound Design Mediengruppe RTL Deutschland; **Andreas Stephan**, Sound Design Mediengruppe RTL Deutschland

3sat: Sebastian Pufpaff – Noch nicht Schicht

Creative Team: **Thomas Grimm**, Leitung Marketing ZDF; **Uli Dankemeyer**, Leitung Programm-Marketing Team 3sat ZDF/3sat; **Anna Saup**, Projektleitung/Schnitt ZDF/3sat; **Frederik Hochheimer**, Projektleitung/Schnitt ZDF/3sat; **Andrea Simon**, Sounddesign ZDF/3sat

rbb: DER RBB MACHT'S

Creative Team: **Patricia Schlesinger**, Intendantin rbb; **Jan Schulte-Kellinghaus**, Programmdirektor rbb; **Jens Riehle**, Leiter Programm-Management rbb; **Hermann Meyerhoff**, Leiter Programmkoordination rbb; **Petra Schmitz**, Leiterin rbb Promotion & Design rbb; **Jan Kucharski**, Creative Director rbb; **Sebastian Timm**, Designer rbb; **Susanne Laser**, Designerin rbb

hr: Hessen Extra – Trauerfeier in Hanau

Creative Team: **Gabriele Ruppel**, Tagessteuerung hr Fernsehen hr; **Emanuel Raggi**, Producer Trailerredaktion hr; **Christine Seemann**, Cvd Trailerredaktion hr; **Benjamin Lauterbach**, Leitung Trailerredaktion hr

Mediengruppe RTL Deutschland: Wir lieben gute Geschichten.

Creative Team: **Bernd Reichart**, CEO Mediengruppe RTL Deutschland; **Serhat Mansuroglu**, Referent der Geschäftsführung Mediengruppe RTL Deutschland; **Julian Kneidl**, Filmemacher Mediengruppe RTL Deutschland; **Gregor Wagner**, Sound Designer Mediengruppe RTL Deutschland; **Andreas Stephan**, Sound Designer Mediengruppe RTL Deutschland; **Sebastian Pruß**, Kameramann Atelier Screen TV; **Tristan Lickes**, Tonmann Atelier Screen TV

TELE 5: Initiative Mut

Creative Team: **Kai Blasberg**, Geschäftsführung TELE 5; **Katharina Timmermann**, Senior Product Manager TELE 5; **Sanela Smailhodzic**, Ltg. Strategisches Marketing TELE 5; **Tonye Spiff**, Director Marketing TELE 5; **Andi Barth**, Geschäftsführer Magnumfilm; **Esther Winter**, Creative Director Magnumfilm; **Lizzy Geble**, Producer & Editor Magnumfilm

von Herzen: RTLZWEI BIST DU

Creative Team: **Klaus Schäfer**, Geschäftsführer von Herzen; **Tina Wiesner**, CCO von Herzen; **Verena Hemberger**, Text & Konzeption von Herzen; **Lukasz Budzinski**, Producer von Herzen; **Carlos Lopez**, Animation von Herzen

The Walt Disney Company: Beni Challenge zuhause

Creative Team: **Anne Tide**, Director Production Disney The Walt Disney Company; **Benedikt Weber**, Moderation und Kamera Produktion34; **Peter Frerich**, Redaktion Produktion34; **Mary Powell**, Tonmischung Exit Studios München; **Adrian Bajazitov**, Grafik Bajazitov-Animation; **Simon Schmitt**, Schnitt; **Michael Knaf**, Grafik

BR Fernsehen: "Danke Sagen"

Creative Team: **Andreas Bönte**, Leitung Programmbereich BR Fernsehen, ARD-alpha, 3sat Bayerischer Rundfunk; **Uwe Kassner**, Leitung Design und Promotion BR Fernsehen Bayerischer Rundfunk; **Katja Ziegler**, Projektleitung Bayerischer Rundfunk; **Kai Bleser**, Projektmanagement Bayerischer Rundfunk; **Despina Grammatikopulu**, Redaktion Bayerischer Rundfunk; **Michaela Wilhelm-Fischer**, Redaktion Bayerischer Rundfunk; **Markus Stang**, Audiodesign Bayerischer Rundfunk; **Arne Tympe**, Kreation Arne Tympe Creative Studio

DW: Internationaler Tag der Pressefreiheit

Creative Team: **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Anette Breuker**, Producer & Cutter Deutsche Welle; **Max Spona**, Sound-Designer Deutsche Welle

DW: Stay Safe

Creative Team: **Maren Wintersberg**, Head of Visual Services Deutsche Welle; **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Stefanie Kunze**, Producer Deutsche Welle; **Sarah Weber**, Cutter Deutsche Welle; **Tim Tabellion**, Sound-Designer Deutsche Welle

ZDF: Danke an alle Helfer

Creative Team: **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Laura Ohletz**, Projektleitung ZDF; **Sibylle Zimmermann**, Grafik ZDF; **Petra Bereuter**, Schnitt ZDF; **Dagmar Seitenspinner**, Schnitt ZDF

ZDF: Haltungskampagne

Creative Team: **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Stavros Amoutzias**, Leitung CD / Programm-Marketing 2 ZDF; **Svenja Pitzer**, Projektleitung ZDF; **Vanessa Menke**, Art Director KNSK; **Ulrike Wegert**, Creative Director Text KNSK; **Carina Wich**, Senior Account Manager KNSK

France 5: Lumni

Creative Team: **Corinne Alexia**, Artistic Director France télévisions; **Leïla Kaddour**, Journalist & Voice off France télévisions; **Jérôme Delesne**, Graphiste Design Tod; **ELECTRO FOLK POP / M. GARCIA / S. BARNABY ROBERTSON / UPPM**, Musical rights holders

ProSiebenSat.1 TV Deutschland: miteinander.füreinander

Creative Team: **Markus Baier**, Vice President ProSieben Creation ProSiebenSat.1 TV Deutschland – Creative Solutions; **Salome Huzel**, Senior Texter/ Konzeptioner ProSiebenSat.1 TV Deutschland – Creative Solutions; **Markus Goles**, Senior Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Steven König**, Senior Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Paul Taylor**, Creative Director/Head of Multichannel Audio ProSiebenSat.1 TV Deutschland – Creative Solutions; **Julia Haas**, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **David Loy**, Senior Vice President Consumer Marketing ProSiebenSat.1 TV Deutschland – Consumer Marketing; **Oliver Jahn**, Senior Brand Manager ProSieben ProSiebenSat.1 TV Deutschland – Consumer Marketing

KölnTourismus: Touristische Recovery Kampagne #inKöllezeHus

Creative Team: **Jürgen Amann**, Geschäftsführer KölnTourismus; **Stephanie Kleine Klausing**, Prokuristin Bereich Conventions & Marketing; **Georg Wohlrab**, Leiter Team Markenkommunikation; **Jochen Blumenkamp**, Leiter Team Digital; **Max Bauer**, Social Media Redakteur Team Digital; **Gregor Gosciniak**, Leiter Team Marketing; **Claudia Neumann**, Leiterin Team Unternehmenskommunikation

Eyes & Ears Inspiration Award 2020

Es Devlin, Artist and Stage Designer, London

With her unique stage designs, Es Devlin manages to inspire the creative industry all the time. Especially the interplay of light and mirrors, which distinguishes her work, is an absolutely unique selling point. However, Es Devlin's love of art and design is also evident in her biography, apart from her work: even during her studies of literary history, she found the design of the theatre stage more exciting than the theatre that went with it and did not miss the opportunity to design it. A true artist who inspires not only with her work but with her passion – and therefore the best choice for the first Inspiration Award.

Jury of the International Eyes & Ears Awards 2020

Michael Arends, Mediengruppe RTL Deutschland; **Nicola Bienert**, BR Fernsehen; **Rüdiger Braun**, Golden Claim; **Sven Braun**, spotville; **Susanne Büchting**, rbb; **Marc Bühler**, Universal Production Music; **Ion Christopoulos**, Universal Production Music; **Ulrich Dankemeyer**, 3sat; **Matthias Fallert**, ARTE; **Matthias Fening**, NDR; **Tilo Fischer**, DMC; **Mark Fleig**, Golden Claim; **Vera Grünberg**, von Herzen; **Oliver Haroun**, leondi; **Florian Hartmann**, Discovery Communications Deutschland; **Angelika Haus**, HR; **Ilona Hellmiss**, Mediengruppe RTL Deutschland; **Marcus Herre**, Mediengruppe RTL Deutschland; **Eike Immisch**, Discovery Communications Deutschland; **Arman Kavrailoglu**, Sport1; **Björn Klimek**, Mediengruppe RTL Deutschland; **Anselm Kreuzer**, Komponist; **Elmar Krick**, NBC Universal Global Networks; **Stefan Ladwig**, Discovery Communications Deutschland; **Benjamin Lauterbach**, HR; **Jan Leitz**, Discovery Communications Deutschland; **Daniel Lembke**, Mediengruppe RTL Deutschland; **Lühr-Martin Lemkau**, Sony Pictures Entertainment Deutschland; **Thorsten Lohrmann**, Mediengruppe RTL Deutschland; **Corinna Lurz**, von Herzen; **Alex Marchet**, Mediengruppe RTL Deutschland; **Norbert Menkel**, ZDF; **Gerry Menschik**, FEEDMEE; **Veronika Mücher**, Seven.One Entertainment Group; **Niels Müller**, Seven.One Entertainment Group; **Bernd Mutscheller**, DMC; **Ralf Nolting**; **Thorben Osthus**, The Walt Disney Company; **Philipp Pauls**, Mediengruppe RTL Deutschland; **Sebastian Pforr**, ZWEI FREUNDE; **Maria Regenspurger**, Deutsche Welle; **Stephan Riebel**, Deutsche Welle; **Henning Roch**, NBC Universal Global Networks; **Oliver Rojschl**, Seven.One Entertainment Group; **Daniel Saini**, NBC Universal Global Networks; **Karin Sarholz**; **Stefan Scholz**, BR Fernsehen; **Thomas Schümperli**, SRF; **Klaus W Schuntermann**, MDR; **Klaus Schwab**, Mediengruppe RTL Deutschland; **Dann Smit**, Cape Rock; **Anja Strnischa**, 3sat; **Anne Vogt**, Die Werbeinsel; **Arnd von Rabenau**, The Screeners; **Thomas Wecker**, HR; **Felix Weitekamp**, ZDF; **Manuel Wieslhuber**, Discovery Communications Deutschland; **Pascal Wilfling**, Seven.One Entertainment Group; **Tino Windisch**, ZDF; **Lisa Wölle**, Mediengruppe RTL Deutschland; **Tom Wünsche**, 3sat; **Michael Zschiesche**, Mediengruppe RTL Deutschland

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